



Business Studies Intentions



KNOWLEDGE LED

Year 10

Year 11

Creativity and
Global Awareness.

What makes a successful entrepreneur?
What have local entrepreneurs achieved?
What is the link between risk and reward?
How do new business ideas come about?

Decision Making
and Global
Awareness.

How can businesses can grow through internal and external growth?
What is globalization?
What is an ethical business?
How do environmental and ethical considerations impact a business?

Analytical Thinking
and Decision
Making.

How does a business achieve a competitive advantage?
What are the differences between primary and secondary research?
What is the purpose of market research?
What is the purpose of market segmentation?

Analytical Thinking
and Decision
Making.

What are the three methods of production?
What are the benefits of JIT compared to JIC?
How does a business choose the most suitable supplier?
What are the stages of the sales process?

Creativity,
Communication,
Analytical Thinking

What are the benefits and drawback of various ownership structures?
How can a business achieve a successful marketing mix?
What is the purpose of a business plan?
How can you build a successful brand?
How can you pitch a successful business idea?

Creativity,
Communication,
Analytical Thinking

What are the stages of the product life cycle? How does a business extend the product life cycle?
What are the main pricing strategies?
How can a business promote its brand?

Analytical Thinking
and Decision
Making.

Why do businesses set aims and objectives and how do they differ amongst businesses?
What is revenue/costs/profit?
What is break even? What are the limitations of break-even?
What is the importance of cash flow?
What are the advantages and disadvantages of internal/external sources of finance.

Analytical Thinking
and Decision
Making.

How does a business use data to manage performance?
How do you calculate ARR?
How do you calculate gross and net profit?

Decision Making
and Global
Awareness.

What are stakeholders? How do stakeholders' conflict?
How technology can improve a business.
What laws must a business follow?
How can economic factors such as tax, inflation, interest and exchange rates can impact a business?

Communication
and Decision
Making.

What are organization structures?
How can a person communicate effectively?
What are the stages of the recruitment process?
What motivates an employee?