No. 44		F !		Theorem 14 111 111
Year 11	Unit 2: Influences on	Enquiry and	Unit 2 allows	These units will build
GCSE	business	Independent	you to	on your knowledge of
Business		Research	understand	why businesses exist
	Legal factors such as		how external	and how business
(Half term	health and safety,	Discussion and	factors can	finances will be
1 and 2)	employment laws	Debate	influence on a	impacted.
	and consumer law		business,	
		Case studies on	building on key	They will also help
	Economic factors	global businesses.	concepts from	you to build on
	such as interest	•	year 10.	understanding the
	rates,	Documentaries	,	impacts of external
	unemployment and	and TV shows on		factors and marketing
	consumer spending	global firms and		on operations and
		how they		human resources.
	Technological	compete.		
	factors such as e-	compete.		The knowledge you
	commerce and	Build on exam		learn will be
	digital	technique		important to you if
	communication	established in		you choose to take A
				Level Business or
	Commentition	year 10, with a		
	Competition	particular focus		BTEC Level 3 business.
		on longer		
	Globalisation	questions.		There are links to
	including exchange			GCSE Geography and
	rates			product design and
				also Links to A level
	Ethics, sustainability			Economics.
	and the			
	environment			
Half term 3	Unit 5: Marketing	Enquiry and	Unit 5 allows	These units will build
and 4		Independent	you to	on your knowledge of
	Identifying and	Research	understand	why businesses exist
	satisfying customer		how firms	and how business
	needs	Discussion and	promote	finances will be
		Debate	themselves,	impacted.
	Product		decide on	
		Case studies on	appropriate	They will also help
	Price	global businesses.	pricing	you to build on
			strategies and	, understanding the
	Place	Documentaries	build	impacts of external
		and TV shows on	themselves up	factors and marketing
	Promotion	global firms and	in competitive	on operations and
		how they	markets.	human resources.
	Market research	compete.		
				The knowledge you
	Market	Build on exam		learn will be
	segmentation	technique		important to you if
	Jeginentation	established in		you choose to take A
	Product			Level Business or
		year 10, with a		
	differentiation	particular focus		BTEC Level 3 business.

The product life cycle E-commerce and m- commerce	on longer questions.	There are links to GCSE Geography and product design and also Links to A level Economics.
Product portfolio.		