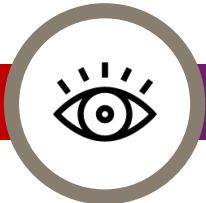


Year 10



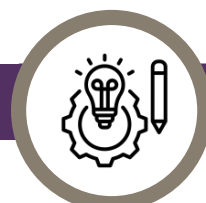
1.1 Enterprise and entrepreneurship

Creating and managing new business ventures



1.2 Spotting a business opportunity

Identifying gaps to meet demand



1.3 Putting a business idea into practice

Turning concepts into actionable plans

Literacy

- **Revenue** — Income from sales.
- **Profit** — Revenue minus costs.
- **Market** — Group of potential customers.
- **Stakeholders** — People affected by business.
- **Entrepreneur** — Person who starts business.

Careers
Marketing Manager – Planning and promoting products or services.
Financial Analyst – Managing and analysing company finances.
Entrepreneur – Starting and running your own business.

Year 11



2.1 Growing the business

Expanding operations to increase profits



1.5 Understanding external influences

Recognising outside forces impacting business



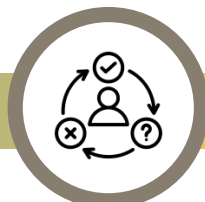
1.4 Making the business effective

Analysing outside factors affecting business



2.2 Making marketing decisions

Choosing strategies to attract customers



2.3 Making operational decisions

Planning daily activities for efficiency



2.4 Making financial decisions

Managing money to maximise profits



2.5 Making HR decisions

Hiring, training, and managing employees

