



Curriculum Map 2022-23
Subject: GCSE Business

Year 10

Term	Unit of Work	Knowledge and Skills	Assessment
Term 1	Topic: 1.1 Enterprise and Entrepreneurship	<p>Students are introduced to the dynamic nature of business in relation to how and why business ideas come about. They also explore the impact of risk and reward on business activity and the role of Entrepreneurship.</p> <p>1.1 What's included:</p> <ul style="list-style-type: none"> • The role of an entrepreneur • Skills involved in being an entrepreneur • How and why new businesses come about • Understand business risks and rewards on business activity • Adding value 	<p>Key Assessment:</p> <ul style="list-style-type: none"> • 1.1 End of Topic Test <p>Additional Tasks:</p> <ul style="list-style-type: none"> • The story of an entrepreneur • Adding value Homework <p>Topic Text:</p> <ul style="list-style-type: none"> • Entrepreneurs – Read an example of an entrepreneur that started their business because of them spotting an opportunity.
Term 2	Topic: 1.2 Spotting a business Opportunity	<p>Students will explore how new and small businesses identify opportunities through understanding customer needs and conducting market research. They will also focus on understanding the competition.</p> <p>1.2 What's included:</p> <ul style="list-style-type: none"> • Identifying customer needs • Why it is important to understand customer needs • The purpose of market research • What are the methods of market research (Primary, secondary) • The uses of data from market research (Qualitative and Quantitative) • Effective market research (Reliability and Validity) • Market Segmentation • Competitive environments 	<p>Key Assessment:</p> <ul style="list-style-type: none"> • 1.2 End of Topic Test <p>Additional Task:</p> <ul style="list-style-type: none"> • Customer Needs Homework. • Market Research Homework. <p>Topic Text:</p> <ul style="list-style-type: none"> • Zoella – Past paper scenario read and answer the exam questions practising using context.



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		<ul style="list-style-type: none"> • Competition and business decision making <p>Start-up Business Activity: Opportunity for pupils to apply the skills they are have learned over topics 1.1 and 1.2 to pitch, launch and run their own business idea. Covers: Customer needs, Added Value (Branding, USP, Quality), Organisation of resources.</p>	
<p align="center">Term 3</p>	<p>Topic: 1.3 Putting a business idea into practice</p>	<p>This topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects.</p> <p>1.3 What's included:</p> <ul style="list-style-type: none"> • Aims and objectives • Financial objectives and non-financial objectives • Business revenues and costs (Fixed and Variable) • Profit or Loss (Calculations and definitions) • Calculations of interest on loans (Calculations and definitions) • Break-even (Calculations and definitions) and how to interpret them • Calculating Cash flow (Inflows and Outflows) and how to interpret them • Importance and impacts of/on cash flow • Sources of Finance (Short term and Long term, Internal and External) 	<p>Key Assessment</p> <ul style="list-style-type: none"> • 1.3 End of Topic Test <p>Additional Tasks:</p> <ul style="list-style-type: none"> • Revenue, Cost, profit recap homework- Case study • Break Even Homework- Case study • Administration and Bankruptcy research homework <p>Topic Text:</p> <ul style="list-style-type: none"> • Market Research – Homework for students to read the article about a supermarket tapping into something different based on market research. There are questions to answer based on the qualitative and quantitative data in the article.



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Term 4	Topic: 1.4 Making the business effective	<p>Students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.</p> <p>1.4 What include:</p> <ul style="list-style-type: none">• Types of business (PLC, LTD, Sole trader)• Types of business Ownership.• Franchising (Positive and Negatives)• Business Location (Market, Materials, Transport, Competitors and labour)• Marketing mix (Product, Place, Promotion and Price)• Technological impact on the marketing mix.• Why do businesses need a business plan?• What is included in a business plan? <p>Start-up Challenge: Opportunity for pupils to apply the skills they are have learned from topic 1.4 to analyse and identify a marketing mix strategy and write a business plan to launch either an ice cream manufacturer, furniture retail chain, soft drinks company, restaurant chain or grocery retailer chain.</p>	Key Assessment <ul style="list-style-type: none">• 1.4 End of Topic Test Additional Tasks: <ul style="list-style-type: none">• Business Ownership homework
Terms 5 & 6	Topic: 1.5 Understanding external influences on business	<p>Students are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. Students will explore how businesses respond to these influences.</p> <p>1.5 What's included:</p> <ul style="list-style-type: none">• What's the difference between a stakeholder and a shareholder• Identify what a stakeholder is and who they are.• Political (local community, Council and Government)• Economical (supply and demand, inflation, interest rates)• Social (social trends of people change)• Technological (positives, negatives, impact)• Legal (consumer law, employment law)	Key Assessment <ul style="list-style-type: none">• 1.5 End of Topic Test• Mock 1 Theme 1 Additional Tasks: <ul style="list-style-type: none">• Seneca revision



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		<ul style="list-style-type: none"> • Environmental • External influences <p>Mock 1 Theme 1 (Hall)- Students complete the Theme 1 mock based on all the content covered so far in year 10. Preparation and recapping of Theme 1 content in class before Mock.</p> <p>Careers Research Lesson – Students will focus more on careers choices and different jobs using National Career Service UK.</p> <p>Students will research job duties, pay, qualifications and duties involved and further research for the jobs.</p>	
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Year 11

Term	Unit of Work	Knowledge and Skills	Assessment
Term 1	<p>Topic: 2.1 Growing the Business</p> <p>2.2 Making Marketing Decisions</p>	<p>Students are introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.</p> <p>2.1 review and finish content from term 6 of year 10:</p> <ul style="list-style-type: none"> • Business Globalisation (Imports and Exports, Barriers to trade, competition) • Changing of business aims and objectives (Responsive and Evolution) • Business Ethics (trade ffs, influences and pressure groups) <p>Students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.</p> <p>2.2 what's included:</p>	<p>Key Assessment:</p> <ul style="list-style-type: none"> • 2.1 End of Topic Test. <p>Additional Tasks:</p> <ul style="list-style-type: none"> • Exam questions based on Theme 1, 1.1 topics to help with revision for Theme 1 and practise exam skills (case study questions). • Seneca revision.



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		<ul style="list-style-type: none">• Design Mix (function, aesthetics, and cost.)• Product life cycle (Phases, extension strategies)• Price (Pricing strategy, influences)• Promotion (Promotion strategies, use of technology)• Place (distribution methods) <p>Career Tasks</p> <ul style="list-style-type: none">• Students are given an opportunity to research Post 16 options such as college, apprenticeships and sixth form choices.• They also research a range of careers (National Career Service UK website) to gather information on different career pathways to help link their qualifications needed from school and post 16.• CV creation and completion	
Term 2	Topic: Continue and complete 2.2 Making Marketing Decisions	<p>Recap 2.2 from last term:</p> <ul style="list-style-type: none">• Design Mix (function, aesthetics, and cost.)• Product life cycle (Phases, extension strategies)• Price (Pricing strategy, influences)• Promotion (Promotion strategies, use of technology) <p>Continue and finish 2.2 by covering:</p> <ul style="list-style-type: none">• Place (Methods of distribution)• Combination of the marketing mix elements• Gaining a competitive advantage from the market mix <p>Theme 1 Mock (hall)</p> <p>Career Tasks continuation (allocated 1 or 2 lessons). New tasks added include "Life Skills" lessons which focused on the following topics:</p> <ul style="list-style-type: none">• Personal finance (debit and credit cards)• Moving out (mortgages and renting)	<p>Key Assessment:</p> <ul style="list-style-type: none">• Unit 2.2 End of Topic Test• Theme 1 mock <p>Additional Tasks:</p> <ul style="list-style-type: none">• Exam questions based on Theme 1, 1.2 topics to help with revision for Theme 1 and practise exam skills (case study questions).• Seneca Revision.



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		<ul style="list-style-type: none"> • Learning to drive 	
Term 3	Topic: 2.3 Making Operational Decisions AND 2.4 Making Financial Decisions	<p>This topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.</p> <p>2.3 What's included:</p> <ul style="list-style-type: none"> • Purpose of business Operations (produce good, provide service) • Production processes (Different types: job, batch and flow) • Impact of different production processes (productivity up, costs down, competitive prices) • Impact of technological production (Balancing cost, productivity, quality and flexibility) • Managing stock (interpretation of bar gate stock graphs uses of Just in time stock control) • Role of procurement (Relationships with suppliers, impact of logistics and supply decisions) • Concept of quality and its importance (Quality control and quality assurance, control costs and competitive advantage) • Sales process (Product knowledge, speed and efficiency of service, customer engagement, responses to customer feedback, post sales service) • Importance of customer service <p>Students will explore the tools a business has to support financial decision-making, including ratio analysis and the use and limitation of a range of financial information.</p> <p>2.4 What's Included:</p> <ul style="list-style-type: none"> • Concepts and calculations (Gross profit and Net Profit) • Interpretations of (gross profit margin, net profit margin and average rate of return) • How does interpretation of quantitative data effect business decisions (Graphs and charts, financial data, marketing data, market data) 	<p>Key Assessment</p> <ul style="list-style-type: none"> • End of Topic Test 2.3 and 2.4. <p>Additional Tasks:</p> <ul style="list-style-type: none"> • Exam questions based on Theme 1, 1.3 topics to help with revision for Theme 1 and practise exam skills (case study questions). • Homework focuses on recapping the calculations from 1.3 such as cash flow, interest ect. • Seneca Revision



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		<ul style="list-style-type: none">• Limitations of financial decisions, (Understanding business performance and making business decisions)	
Term 4	Topic: 2.5 Making Human Resources Decisions	<p>Growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity. These aspects are considered in this final topic.</p> <p>2.5 What's included:</p> <ul style="list-style-type: none">• Organisational structures (Hierarchical and flat, centralised and decentralised)• Importance of effective communication (Insufficient and excessive communication, motivation)• Barriers to effective communication• Working contracts (Part-time, full-time, flexible hours, permanent, temporary, freelance)• Impact of technology on ways of working.• Job roles and Responsibilities (Directors, Senior managers, Team leaders, Operational and support staff)• Recruitment (Person specification and job description, application form and CVs)• Methods of recruitment (Internal, External)• Training employees (Methods, motivation, retention, keeping up to date with technological training)• Motivated workforce (attracting and retaining employees)• How do businesses motivate employees (financial rewards, Non-financial rewards)	<p>Key Assessment:</p> <ul style="list-style-type: none">• 2.5 End of Topic Test <p>Additional Tasks:</p> <ul style="list-style-type: none">• Seneca Revision• Exam question practice
Term 5	Topic: Exam Ready	<p>Revision and exam ready – This term students will use the remaining few weeks before their GCSE starts to look back at key parts of Theme 1 and Theme 2. Looking back over the content of the course such as keywords and the calculations, to help students remember that so close to their exam.</p> <p>What's included:</p>	<p>Key Assessment:</p> <p>Additional Taks:</p> <ul style="list-style-type: none">• Exam question practice



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		<ul style="list-style-type: none">• Revision tasks (Topic specific – 1.1/1.2/1.3/1.4/1.5).• Exam skills and recap of key points on how to tackle the paper and referring to context.• Practise the calculations needed for Theme 1 and Theme 2.• Key term revision – looking at a group of keywords.• BLT and structure reminder. This will help refresh students minds with a few options to help with the THEREFORE element of BLT.	
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