



Curriculum Map: Subject: GCSE Business

Year 10

| Term | Unit of Work | Knowledge and Skills | Assessment |
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| Term 1 | Topic: 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>What's included:</p> <ul style="list-style-type: none">• Different types of enterprises• The role of an entrepreneur• Skills involved in being an entrepreneur <p>How do businesses come to;</p> <ul style="list-style-type: none">• Understand business risks and rewards.• Adding value• Entrepreneurial thinking? (Innovation and Invention) | <p>Key Assessment:</p> <ul style="list-style-type: none">• Unit 1.1 test. <p>Additional Tasks:</p> <ul style="list-style-type: none">• The story of an entrepreneur• Adding value Homework |
| Term 2 | Topic: 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>What's included:</p> <ul style="list-style-type: none">• Identifying customer needs• Why is important to understand customer needs• What types of research is done regarding market research (Primary, secondary, Qualitative and Quantitative)• Effective market research (Reliability and Validity)• Market Segmentation• Competitive environments• Competition and business decision making | <p>Key Assessment:</p> <ul style="list-style-type: none">• Unit 1.2 test <p>Additional Task:</p> <ul style="list-style-type: none">• Customer Needs Homework.• Market Research Homework. |



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| <p>Term 3</p> | <p>Topic: 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. What's included:</p> <ul style="list-style-type: none"> • Set out 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) • Calculating Cash flow (Inflows and Outflows) • 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"> • Unit 1.3 test. <p>Additional Tasks:</p> <ul style="list-style-type: none"> • Revenue, Cost, profit recap homework- Case study • Break Even Homework- Case study |
| <p>Term 4</p> | <p>Topic: Making the business effective</p> | <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. 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>Key Assessment</p> <ul style="list-style-type: none"> • Unit 1.4 test <p>Additional Tasks:</p> <ul style="list-style-type: none"> • Biz Ownership • Marketing Mix |



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| Term 5 | Topic: 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>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.1. Political (local community, Council and Government)2. Economical (supply and demand, inflation, interest rates)3. Social (social trends of people change)4. Technological (positives, negatives, impact)5. Legal (consumer law, employment law)6. Environmental | Key Assessment No formative assessment this term. |
| Term 6 | Topic: Understanding external influences on business Topic: Making marketing decisions | <p>Students are going to be expanding on the stakeholder and Pestle model of a business. This relates to External factors that affect a business. This is going into:</p> <ul style="list-style-type: none">• Positive and negative effects of stakeholders• Swot (Strengths, Weaknesses, Opportunities and Threats) of the stakeholders• Exam technique lessons in the lead up to mock exams and going through test papers. Along with this, there would be a larger emphasis on context in the lead up to the mock exams and we will start to focus on Theme 2 topics. <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>What's included:</p> <ul style="list-style-type: none">• Design Mix (function, aesthetics, and cost.) | Key Assessment: <ul style="list-style-type: none">• Year 10 Mock Exam Additional Tasks: <ul style="list-style-type: none">• Revision for mocks• Case study exam questions |



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Year 11

| Term | Unit of Work | Knowledge and Skills | Assessment |
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| <p>Term 1</p> | <p>Topic: Making the business effective + Understanding external influences on business</p> | <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. Along with this, students are going to be expanding on the stakeholder and Pestle model of a business. This relates to External factors that affect a business. This is going into:</p> <p>What include:</p> <ul style="list-style-type: none"> • 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? • Positive and negative effects of stakeholders • Swot (Strengths, Weaknesses, Opportunities and Threats) of the stakeholders <p>What's the difference between a stakeholder and a shareholder</p> <ul style="list-style-type: none"> • Identify what a stakeholder is and who they are. • Technological (positives, negatives, impact) • Legal (consumer law, employment law) • Political (local community, Council and Government) • Economical (supply and demand, inflation, interest rates) • Social (social trends of people change) • Environmental | <p>Key Assessment:</p> <ul style="list-style-type: none"> • Unit 1.4 test <p>Additional Tasks:</p> <ul style="list-style-type: none"> • Biz Ownership • Marketing Mix Map • Provide a SWOT analysis for a business • Stakeholders- set a case study. • Provide a SWOT analysis for a business of their choosing. |



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| <p>Term 2</p> | <p>Topic: Growing the business + 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>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>What's included:</p> <ul style="list-style-type: none"> • Business Growth (Internal and External, Ownership, Sources of finance) • Changes in Aims and Objectives (Responsive and Evolution) • Business Globalisation (Imports and Exports, Barriers to trade, competition) • Business Ethics (trade ffs, influences and pressure groups) • Design Mix (function, aesthetics, and cost.) • Product life cycle (Phases, extension strategies) • Price (Pricing strategy, influences) • Promotion (Promotion strategies, use of technology) • Place (Methods of distribution) • Combination of the marketing mix elements • Gaining a competitive advantage from the market mix | <p>Key Assessment:</p> <ul style="list-style-type: none"> • Unit 1.5 in class test. • Mock exams • Unit 2.1 end of topic test <p>Additional Tasks:</p> <ul style="list-style-type: none"> • Case study exam style question, • Where would you expand your business to (overseas) • Learning mat • product review |
| <p>Term 3</p> | <p>Topic: Growing the business + Making operational decisions</p> | <p>This topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.</p> <p>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) | <p>Key Assessment</p> <ul style="list-style-type: none"> • In lesson assessment – teacher assessing work produced. <p>Additional Tasks:</p> <ul style="list-style-type: none"> • Homework related to product life cycle • Building the business worksheet |



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| Term 4 | <p>Topic: Growing the business + Making operational decisions</p> <p>Topic: Making financial decisions</p> | <p>Pupils will be covering aspects from two topics this term.</p> <p>Growing the business + Making operational decisions: This topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.</p> <p>Making financial decisions: 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>Key Assessment:</p> <ul style="list-style-type: none"> • Unit 2.2 test • Unit 2.3 test <p>Additional Tasks:</p> <ul style="list-style-type: none"> • Learning mat • Data sheet analysis • Worksheet on net profit and gross profit calculations. |
| | | <p>11A/11D</p> <p>What's included:</p> <ul style="list-style-type: none"> • 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 | |



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| | | <p>costs and competitive advantage)</p> <ul style="list-style-type: none"> • Sales process (Product knowledge, speed and efficiency of service, customer engagement, responses to customer feedback, post sales service) • Importance of customer service <p>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) • Limitations of financial decisions, (Understanding business performance and making business decisions) | <ul style="list-style-type: none"> • Importance of customer service <p>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) • Limitations of financial decisions, (Understanding business performance and making business decisions) | |
| Term 5 | Topic: Making human resource 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>What's included:</p> <ul style="list-style-type: none"> • Organisational structures (Hierarchical and flat, centralised and decentralised) | | <p>Key Assessment:</p> <ul style="list-style-type: none"> • Unit 2.4 test <p>Additional Taks:</p> |



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| | | <ul style="list-style-type: none"> • 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) | <ul style="list-style-type: none"> • Theme 1 section 1 exam questions • Assessment of a break-even graph. • Franchising Exam questions |
| <p>Term 6</p> | <p>Topic: Revision for Theme 1 and Theme 2 Exams</p> | <p>Looking back over the content of the course, this is going to aid the students learning.</p> <p>What's included:</p> <ul style="list-style-type: none"> • Revision tasks • Learning mat reviews • Mock exams • Walking talking mock exam • Review of formulas needed for the exams • Key term revision | <p>Key Assessment:</p> <ul style="list-style-type: none"> • Unit 2.5 test. • Edexcel GCSE exams this term. The provisional dates of the papers can be seen below. (Theme 1 Paper 16th June) (Theme 2 Paper 28th June) <p>Additional Tasks:</p> <ul style="list-style-type: none"> • Revision • Exam style question • Case study reviews |