

YEAR 10 CURRICULUM PLAN FOR GCSE BUSINESS STUDIES



TOPIC	KEY LEARNING	ASSESSMENT
<p>Theme 1 1.1 Enterprise and Entrepreneurs</p>	<ul style="list-style-type: none"> • Understand why and how new business ideas come about. • Understand the impact of risk and reward on businesses. • Learn about the role of business enterprise. 	<p>Retrieval through lesson tasks. End of Topic Assessment. Summative assessments based on topics covered.</p>
<p>Theme 1 1.2 Spotting a business opportunity</p>	<ul style="list-style-type: none"> • Identify and understand customer needs. • Understand the purpose and types of market research. • Learn how businesses use market segmentation to target customers. • Understand the competitive environment and the impact of competition on decision making. 	<p>Retrieval through lesson tasks. End of Topic Assessment. Summative assessments based on topics covered.</p>
<p>Theme 1 1.3 Putting a business idea into practice</p>	<ul style="list-style-type: none"> • Understand about what business aims and objectives are and how they differ between businesses. • Learn about business revenues, costs and profits. • Learn how to interpret break-even diagrams. • Understand the importance of cash to a business. 	<p>Retrieval through lesson tasks. End of Topic Assessment. Summative assessments based on topics covered.</p>
<p>Theme 1 1.4 Making the business effective</p>	<ul style="list-style-type: none"> • Understand the concept of limited and unlimited liability and the implications for a business. • Learn about the types of business ownerships for start-ups. • Understand the factors influencing business location. • Learn about the marketing mix and how elements of this mix work together. • Understand the role and importance of a business plan. 	<p>Retrieval through lesson tasks. End of Topic Assessment. Summative assessments based on topics covered.</p>
<p>Theme 1 1.5 Understanding external influences on a business</p>	<ul style="list-style-type: none"> • Learn about who business stakeholders are and their different objectives. • Learn about the different types of technology used by businesses. • Understand the purpose of legislation and the impact on businesses. • Learn about the economic climate on businesses. 	<p>Retrieval through lesson tasks. End of Topic Assessment. Summative assessments based on topics covered.</p>
<p>Theme 1 Consolidation & Review Theme 2 2.1 Growing the business</p>	<ul style="list-style-type: none"> • Recap Yr10 Theme 1 work and prepare for end of year assessment through examination skills practice. • Understand methods of business growth and the types of business ownership for growing businesses. • Learn about the sources of finance for growing and established businesses. • Understand why business aims and objectives change as businesses evolve. 	<p>Retrieval through lesson tasks. End of Topic Assessment. Summative assessments based on topics covered.</p>

YEAR 11 CURRICULUM PLAN FOR GCSE BUSINESS STUDIES



TOPIC	KEY LEARNING	ASSESSMENT
<p>Theme 2 2.1 Growing the business</p>	<ul style="list-style-type: none"> • Understand the impact of globalisation on businesses and the barriers to international trade. • Learn about how businesses compete internationally. • Understand the impact of ethical and environmental considerations on businesses. 	<p>Retrieval through lesson tasks. End of Topic Assessment. Summative assessments based on topics covered.</p>
<p>Theme 2 2.2 Making marketing decisions</p>	<ul style="list-style-type: none"> • Learn about the design mix, the product lifecycle and the importance to a business of differentiating a product/service. • Understand the marketing mix including pricing and promotional strategies. • Learn about the methods of distribution. • Understand how the marketing mix is used to make business decisions. 	<p>Retrieval through lesson tasks. End of Topic Assessment. Summative assessments based on topics covered.</p>
<p>Theme 2 2.3 Making operational decisions</p>	<ul style="list-style-type: none"> • Understand the purpose of business operations and the different production processes. • Learn about managing stock and the role of procurement. • Understand the importance of managing quality and good customer service. 	<p>Retrieval through lesson tasks. End of Topic Assessment. Summative assessments based on topics covered.</p>
<p>Theme 2 2.4 Making financial decisions</p> <p>2.5 Making human resource decisions</p>	<ul style="list-style-type: none"> • Calculate and interpret gross and net profit, gross and net profit margins and average rate of return. • Understand business performance and data to support, inform and justify business decisions. • Learn about the use and limitations of financial information in understanding business performance. • Learn about different organisational structures, effective recruitment and how businesses train and develop employees. • Understand the importance of motivation in the workplace and how businesses motivate employees. 	<p>Retrieval through lesson tasks. End of Topic Assessment. Summative assessments based on topics covered.</p>
<p>Preparation for GCSE Exams</p>	<ul style="list-style-type: none"> • Re-visit Theme 1 and Theme 2 curriculum using exam material and resources to prepare for GCSE exams. 	

