



GCSE Business:

YEAR 1: GCSE Business: Year 10:

Autumn term		Spring term		Summer term	
Unit title: 1: Understanding business activity	Unit length: 15% of course	Unit title: 2: People in business	Unit length: 17.5% of course	Unit title: 3: Marketing	Unit length: 20% of course
<p>Domains of knowledge: This section introduces the underlying ideas and concepts of business and includes the purpose and nature of business activity and how businesses can be classified. Enterprise and entrepreneurs, and why some businesses grow while others remain small are further important issues. How business size can be measured, types of business organisation, business objectives and stakeholder objectives are the concluding topics.</p> <p>Key concepts: Enterprise Skills, Writing a business plan Concept of enterprise, idea generation, legal and organisational structure, Sole trader, partnership, companies. Limited and unlimited liability.</p>		<p>Domains of knowledge: The focus is the functional area of human resources and includes the importance and methods of motivating a workforce. How businesses are organised and managed and the methods of recruitment, selection and training of employees are also considered. Finally, the section covers the importance and methods of effective internal and external communication.</p> <p>Key concepts: Job specification, Person specification, CV's, job advertisements, Interviews, Selection methods, legal controls over recruitment and contracts of employment, communication, motivation and</p>		<p>Domains of knowledge: This section includes the role of marketing, the distinctions between niche and mass markets and the techniques of market segmentation. The methods and importance of market research are covered. The central role of the marketing mix, i.e. the four Ps, is made clear. Marketing strategies to influence consumer decisions at home and in new foreign markets are the final topics in this section.</p> <p>Key concepts: USP, Branding, Market research, Market research, Marketing Mix, Market segmentation, Social Media / viral marketing</p>	

Internal vs External Growth Markets, Compeon and funding growth.	theory.	
Key skills: Investigation, group work	Key skills: Group work Project planning	Key skills: Analysing business situations and making recommendations for marketing activities
End point 1: <i>For students to explore the skills needed to be a successful entrepreneur including the ability to take calculated risks.</i>	End point 2: <i>For students to understand the varying ways businesses motivate staff and the importance of a skilled and motivated workforce (with application to theory)</i>	End point 3: <i>For students to understand the importance of marketing and to identify why an integrated marketing mix is essential for business success</i>

YEAR 2: GCSE Business: Year 11: Summer term: from After the April break: Revision

Autumn term		Spring term		Spring term 2 (after February Half term)	
Unit title: 4: Operations management	Unit length: 15% of course	Unit title: 5: Financial information and decisions	Unit length: 17.5% of course	Unit title: 6: External influences on business activity	Unit length: 15% of the course
Domains of knowledge: The focus is the functional area of production and includes the meaning and methods of production and how productivity can be increased. The different costs of production and break-even analysis are covered. The section concludes with the importance and methods of achieving quality in the production process and location decisions of businesses Key concepts:		Domains of knowledge: Covers the need for and sources of business finance, cash-flow forecasting and working capital. Simple income statements are covered as well as statements of financial position and the analysis of accounts including why and how accounts are used. Key concepts: Money Management, Finance Esmang		Domains of knowledge: Covers the impact of multinational corporations on the local and international community, globalisation, the trade cycle, economic activity, macroeconomic policy objectives and tools and the impact of fluctuation in exchange rates. Key concepts: Ethics Business location Environment Revision of stakeholder concept and conflicts between	

<p>Supply chain, how products are made, ethical considerations in manufacturing, mass production, job production and batch production. Financial considerations in production, costs incurred in production and how to manage financial risk in production.</p>	<p>costs and revenues Links into ethics, accounting for sustainability and risk management in cash flow forecasting.</p>	<p>stakeholders, fiscal, monetary and demand side policy, macroeconomic objectives of inflation, balance of payments, unemployment, economic and sustainable development. Pressure groups and project work.</p>
<p>Key skills: Cost calculations, construction of diagrams and charts (break-even analysis), application</p>	<p>Key skills: Percentage changes, research and analysis of financial data</p>	<p>Key skills: research skills, presentation and public speaking skills, debate</p>
<p>End point 4:</p> <p><i>For students to understand that different products require different production methods depending on business size, objectives and target audience</i></p>	<p>End point 5:</p> <p><i>For students to interpret and analyse a businesses financial accounts</i></p>	<p>End point 6:</p> <p><i>For students to understand how governments make decisions based on an array of external factors</i></p>