

CoDA Curriculum

BUSINESS STUDIES GCSE Year 10-11 (Pearson)



Improving the life chances of all students

Curriculum sequence overview: GCSE Business Studies

| | Autumn 1 | Autumn 2 | Spring 1 | Spring 2 | Summer 1 | Summer 2 |
|------------|---|--|---|---|---|--|
| Y10 | <p>Enterprise & Entrepreneurship</p> <ul style="list-style-type: none"> • The dynamic nature of business • Risk and reward • The role of business enterprise <p><i>(Mini-investigation into local business for one area – added value or entrepreneurs)</i></p> <ul style="list-style-type: none"> • Customer needs • Market research • Market segmentation | <p>Enterprise & Entrepreneurship</p> <ul style="list-style-type: none"> • The competitive environment <p><i>(Mini investigation into local business for market research or market mapping)</i></p> <ul style="list-style-type: none"> • Business aims and objectives • Business revenues, costs and profits • Cash and cash flow • Sources of business finance <p><i>(Mini investigation into local business – cash flow)</i></p> | <p>Making the business effective</p> <ul style="list-style-type: none"> • The options for start-up and small businesses • Business location • The marketing mix • Business plans <p><i>(Mini investigation into local business on business location or an element of the marketing mix)</i></p> | <p>Making the business effective</p> <ul style="list-style-type: none"> • Business stakeholders • Technology and business • Legislation and business <p><i>(Mini investigation into a local business on stakeholders or the economy)</i></p> | <p>Making the business effective</p> <ul style="list-style-type: none"> • The economy and business • External influences <p>Growing the business</p> <ul style="list-style-type: none"> • Business growth • Changes in business aims and objectives | <p>Growing the business</p> <ul style="list-style-type: none"> • Business and globalisation(cont) • Ethics, the environment and business • Ethics, the environment and business |
| Y11 | <p>Making marketing decisions</p> <ul style="list-style-type: none"> • Product • Price • Promotion • Place • Using the marketing mix to make business decisions <p><i>(Mini topic into one element of the marketing mix – which is most important?)</i></p> | <p>Making marketing decisions</p> <ul style="list-style-type: none"> • Business operations • Working with suppliers • Managing quality • The sales process • Importance to business providing good customer service | <p>Making financial decisions</p> <ul style="list-style-type: none"> • Business calculations • Understanding business performance <p>Making People decisions</p> <ul style="list-style-type: none"> • Organisational structures • Effective recruitment • Effective training and development | <p>Making People decisions</p> <ul style="list-style-type: none"> • Motivation • How business motivates employees <p><i>(Mini topic – design a recruitment pack for a business)</i></p> | <p>Exam Preparation – revisit:-</p> <ul style="list-style-type: none"> • Enterprise and entrepreneurship • Spotting a business idea • Putting a business idea into practice • Making a business effective • External influences • Marketing decisions • Operational decisions • Financial decisions | <p>Exam Preparation</p> <ul style="list-style-type: none"> • Out of lesson revision • Exam(s) |