

CoDA Curriculum – Design + Innovation Business (Pearson GCSE)



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