

GCSE BUSINESS

THEME 1: INVESTIGATING SMALL BUSINESS

Y10

ENTERPRISE AND ENTREPRENEURSHIP

Students will learn about the dynamic nature of business and the importance of enterprise and entrepreneurship, including why and how business ideas come about. They will also explore what is involved in taking risks and securing rewards in business ventures in order to create value.

HALF TERM

1

SPOTTING A BUSINESS OPPORTUNITY

In this unit students will learn about the needs of the customer. They will learn about the importance of conducting market research as part of business set up, as well as how businesses can be successful, even in a competitive environment.

HALF TERM

2

PUTTING A BUSINESS IDEA INTO PRACTICE

Here learners are guided through the important financial aspects of running a business, including looking at sources of financing and funding a business. Students will learn how to calculate revenue and costs, and what it means to break even. They will also study the importance of cash and cash flow forecasts.

HALF TERM

3

MAKING THE BUSINESS EFFECTIVE

At this point in the course, students progress to looking at making a business effective. Learners will explore what makes a good business plan, as well as the importance of location for set up, and how to effectively market a business. They will also develop their understanding of legal aspects of ownership and liability.

HALF TERM

4

UNDERSTANDING EXTERNAL INFLUENCES ON BUSINESS

This unit will enhance students' understanding of the external influences on businesses after set up including: the role of stakeholders and people who have invested in a business; the role of technology and legislation; and the way the economy can impact business success.

HALF TERM

5

GROWING THE BUSINESS

The final part of the year 10 course will see students focus on monitoring the progress of a business following set up, and how businesses can be grown and developed to elevate their financial success further, including how businesses can be globalised. Students will also learn the importance of following ethics within business and monitoring the impact on the environment.

HALF TERM

6

GCSE BUSINESS

THEME 2: BUILDING A BUSINESS

Y11

MAKING MARKETING DECISIONS

Students will learn how businesses make informed marketing decisions to meet customer needs and stay competitive. They'll explore the marketing mix (product, price, place, promotion) and how it adapts for growth or new market segments. The topic also covers using market data to influence decisions and how effective strategies achieve business objectives.

HALF TERM

1

MAKING OPERATIONAL DECISIONS

Students will learn how operations management supports business growth. They'll explore production methods, supplier collaboration, and stock management. The topic also covers technology's role in production and quality assurance. Students will understand how these decisions impact costs, efficiency, customer satisfaction, and competitiveness.

HALF TERM

2

MAKING FINANCIAL DECISIONS

Students will learn to analyse the financial performance of a business. They'll explore key calculations like gross/net profit, profit margins, and average rate of return. Students will interpret financial data, including cash flow forecasts and income statements, learning how to assess performance and make informed decisions.

HALF TERM

3

MAKING HUMAN RESOURCE DECISIONS

Students will learn how HR decisions drive business success. They'll explore organisational structures; their communication/decision impact; and effective recruitment, training, and development. The topic also covers financial/non-financial motivation methods and relevant employment legislation, showing how businesses manage their workforce effectively.

HALF TERM

4

REVISION AND EXAM PREPARATION

At the end of Year 11, students will prepare for their Edexcel GCSE Business exams. They'll apply knowledge to various business contexts, practice past papers, and refine exam technique. Revision, structured practice, and targeted feedback will build confidence, improving their ability to answer different exam questions effectively.

HALF TERM

5

EXAMS

HALF TERM

6