Melksham Oak Community School: Overview of Key Stage 4 Business Studies GCSE Curriculum 2025

The following contains an overview of topics covered during Business Studies lessons in Key Stage 4:

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|  | **Term 1** | **Term 2** | **Term 3** | **Term 4** | **Term 5** | **Term 6** |
| **Year 10** | * 1. **Enterprise and Entrepreneurship**

The dynamic nature of business, how and why business ideas come about, risk and reward, role of entrepreneurship.* 1. **Spotting a Business Opportunity**

Understanding customer needs, conducting market research, the competitive environment. | **1.2 Spotting a Business Opportunity (cont’d)**Understanding customer needs, conducting market research, the competitive environment.**1.3 Putting a business idea into practice**Identifying aims and objectives, SMART objectives, finance, costs and revenue, cashflow, breakeven, profit and loss, sources of finance. | **1.3 Putting a business idea into practice (cont’d)**Identifying aims and objectives, SMART objectives, finance, costs and revenue, cashflow, breakeven, profit and loss, sources of finance.**1.4 Making businesses effective**Limited and unlimited liability, types of ownership, choice of business location, marketing mix (4Ps), business plans. | **1.4 Making businesses effective (cont’d)**Choice of business location, marketing mix (4Ps), business plans. | **1.5 Understanding external influences on business**Stakeholders, technology including communication tools and payment systems, consumer and employment legislation, the business cycle, the economy, unemployment, taxation, inflation, interest rates, exchange rates, international business – tariffs, quotas, subsidies, trade blocs. | **1.5 Understanding external influences on business (cont’d)**Stakeholders, technology including communication tools and payment systems, consumer and employment legislation, the business cycle, the economy, unemployment, taxation, inflation, interest rates, exchange rates, international business – tariffs, quotas, subsidies, trade blocs. |
| **Year 11** | **2.1 Growing the business**Methods of growth, PLCs, changes of aims and objectives, globalisation, reasons for operating abroad, ethics and the environment. | **2.2 Making marketing decisions**Marketing mix (4Ps) in international business, product lifecycle, design mix, how the marketing mix informs business decisions in a competitive marketplace. | **2.3 Making operational decisions**Procurement and logistics, methods of production, stock management systems, quality, the sales process. | **2.5 Making human resources decisions**Organisational structures, different ways of working, communication, recruitment and selection, motivation, training and development.**2.4 Making financial decisions**Profit ratios, average rate of return on investments, using data to inform financial decisions. | **Revision**Theme 1Theme 2**Exams** |  |