



CURRICULUM PLAN



Curriculum at a Glance

Year 10

1.1 Enterprise and Entrepreneurship

1.2 Business Opportunity

1.3 Business ideas into practice

1.4 Making a Business effective

1.5 External Influences

Theme 1 Theory

Year 11

2.1 Growing the Business

2.2 Marketing Decisions

2.3 Operational Decisions

2.4 Financial Decisions/2.5 HR

Consolidation

Exams



GCSE Business 2YR Curriculum Plan (Current Yr10-11)

Focus / Term	Half Term One	Half Term Two	Half Term Three	Half Term Four	Half Term Five	Half Term Six
Year 10 Topic Covered and End Points	1.1 Enterprise and Entrepreneurship	1.2 Spotting a Business Opportunity	1.3 Putting Business ideas into practice	1.4 Making a Business effective	1.5 External Influences	Theme 1 Theory
NC	The purpose of business activity, the role of business enterprise and entrepreneurship, and the dynamic nature of business	The competitive environment and the impact of risk and reward and Marketing - The purpose of marketing, its role within business and how it influences business activity	Business aims and objectives, how and why they differ between businesses, and how and why they change as businesses evolve	The purpose of planning business activity, including the role and importance of a business plan and the factors influencing business location, including proximity to market, labour and materials and the types of business ownership, including business start-ups and the concept of limited liability	Business stakeholders, including owners, employees and customers; how technology, including e-commerce and digital communication, influences business activity and the impact of the economic climate on businesses, including changing levels of consumer income and unemployment, the impact of legislation on businesses, including employment law and consumer law	See Theme 1.1 – 1.5
Powerful Knowledge and Careers	How an entrepreneur creates a business Entrepreneur	How businesses compete with one another Market Researcher	What is trade credit and how can it make profits look better Banker	Would you go into business with a friend? Sole Trader	How does changes in the economy impact businesses Online Influencer	How to make a new business successful? Retail manager
Tier 3 Words	Good, Service, Customer, Consumer, Risk, Reward, Invention, Innovation, Entrepreneur, Added	Market Research, Primary research, Secondary research, Qualitative data, Quantitative data, Reliability, Bias,	Financial Objective, Non-Financial Objective, Revenue, Profit, Loss, Fixed Cost, Variable Cost, Total Cost, Cash Flow,	Limited Liability, Unlimited Liability, Sole Trader, Partnership, PLC, Franchise, Franchisor, Franchisee, Location,	Stakeholder, Technology, Consumer Law, Employee Law, Discrimination, Equality Act,	All theme 1 terminology

	Value, Customer Needs	Competitors, Market Segmentation, Market Map, USP	Inflow, Outflow, Forecast. Source of finance, Trade credit, Overdraft, Share capital	Marketing Mix, 4 Ps, Business Plan	Economy, Consumer, Income, Inflation, Taxation, Unemployment, Exchange rate	
Long Term Retrieval	Year 9 recap, Enterprise and Entrepreneurship	Enterprise, Market research, Market segmentation, Entrepreneurship	Enterprise, Market research, Sources of finance, Calculating revenue and total costs	Sources of finance, Calculating revenue and total costs, Market Segmentation and research, Marketing Mix	Marketing Mix, Franchise, Types of Businesses, Calculating Revenue and Total Costs	Economy, Stakeholder, Legislation Laws. Types of Businesses, Calculating Revenue and Total Costs
Assessment Details	1.1 End of Unit Assessment	1.2 End of Unit Assessment	1.3 End of Unit Assessment	1.4 End of Unit Assessment	1.5 End of Unit Assessment	Theme 1 Paper
Misconceptions	Difference between a good and service	Difference between qualitative data and quantitative data	How to calculate total costs using fixed and variable costs	Differences between what a franchise, franchisee and franchisor are	The higher the unemployment level the more it benefits a business for hiring new staff	Calculation questions for profit and loss
Homework	Study Pack	Study Pack	Study Pack	Study Pack	Study Pack	Study Pack
Year 11 Topic Covered and End Points	2.1 Growing the Business	2.2 Making Marketing Decisions	2.3 Making Operational Decisions	2.4 Financial Decisions / 2.5 Human Resources	Consolidation of Theme 1 and Theme 2	Exams
NC	Methods of business growth, including organic and external growth and the impact of ethical and environmental considerations on businesses, including sustainability and the impact of globalisation on businesses, including how businesses compete internationally	The importance to a business of identifying and understanding its customers, how businesses use segmentation to target customers, the purpose and methods of market research, and the use of qualitative and quantitative market research data, the marketing mix and the importance of each of the four	Business Operations involve, their role within the production of goods and the provision of services, and how they influence business activity	2.4 Finance, the purpose of the finance function, its role within business and how it influences business activity and Quantitative skills, calculations and interpretation 2.5 The interdependent nature of business operations, finance, marketing and human resources within a business context and Human Resources - The	Theme 1.1-1.5 and Theme 2.1-2.5	

		elements – price, product, promotion and place – and how they work together, how the marketing mix is used to inform and implement business decisions		purpose of human resources, its role within business and how it influences business activity		
Powerful Knowledge and Careers	What the benefits of importing and exporting goods are Supplier of goods	How the marketing mix is used to make a business successful? Business Owner	A day in the life of a quality inspector Product Quality Inspector	What the process of recruitment for a business is Recruitment Manager		
Tier 3 Vocab	Organic, Inorganic, Limited Liability, Unlimited Liability, Globalisation, Multinational, Imports, Exports, Ethics, Environment	Marketing Mix, 4Ps, Product, Design Mix, Product Life Cycle, Price, Mass, Niche, Place, Retailer, E-Tailor, Social Media, Promotion	Job Production, Batch Production, Flow Production, Quality Control, Quality Assurance, Just in Time, Just in Case, Buffer Stock, Bar Gate Graph	Organisational Structure, Hierarchical, Centralised, Decentralised, Fringe benefits, Rotation, Enrichment, Bonus, Commission, Motivation, Productivity	All of Theme 1 and Theme 2 Terminology	
Long Term Retrieval	Theme 1 Recap, Globalisation, Sources of Finance, Types of Ownership	Globalisation, Environmental issues, Marketing Mix 4P's	Design Mix, Product Life Cycle. Promotion, Place, Globalisation, Types of Ownership	Production types, JIC/JIT, Quality, Bar Gate Graphs, Globalisation	All of Theme 1 and Theme 2 Terminology	
Assessment details	2.1 End of Unit Assessment	2.2 End of Unit Assessment	2.3 End of Unit Assessment	2.4/2.5 End of Unit Assessment	Theme 1 & Theme 2 Paper	
Misconceptions	The difference between globalisation and multinational	How the 4P's all contribute to a business being successful	The difference between quality control and quality assurance	The types of documentation that businesses use to recruit people to the documents people fill out for job adverts		
Homework	Study Pack	Study Pack	Study Pack	Study Pack	Study Pack	Study Pack