



KEY STAGE 4 • GCSE BUSINESS

KEY THEMES



ENTERPRISE & ENTREPRENEURSHIP



MARKET OPPORTUNITY



BUSINESS OPERATIONS



PEOPLE AND ORGANISATION



EXTERNAL INFLUENCES



DECISION MAKING



EXAM SKILLS & SUCCESS

YEAR 10 THEME 1 INVESTIGATING SMALL BUSINESS

*Real businesses.
Real people.
Real impact.*



1.1 ENTERPRISE & ENTREPRENEURSHIP

- Dynamic nature of business
- Risk and reward
- Role of business enterprise



1.2 SPOTTING A BUSINESS OPPORTUNITY

- Customer needs
- Market research
- Market segmentation and market mapping
- Competitive environment



1.3 PUTTING A BUSINESS IDEA INTO PRACTICE

- Business aims and objectives
- Revenue, costs and profit
- Break-even
- Cash and cash-flow
- Sources of finance



1.4 MAKING THE BUSINESS EFFECTIVE

- Business ownership and liability
- Franchising
- Business location
- Marketing mix
- Business plans



1.5 UNDERSTANDING EXTERNAL INFLUENCES

- Stakeholders
- Technology and business
- Legislation and business
- The economy and business
- External influences and business responses



THEME 1 CONSOLIDATION

- Key concepts
- Linking ideas
- Exam practice



EXAM SKILLS

- Analyse
- Evaluate
- Develop a judgement



THEME 1 ASSESSMENT

- Paper 1
- Paper 2
- Revision and feedback

YEAR 11 THEME 2 BUILDING A BUSINESS

*Plan.
Make it happen.
Create the future.*



2.1 GROWING THE BUSINESS

- Business growth
- Internal and external growth
- Changing aims and objectives
- Globalisation
- Ethics and the environment



2.2 MAKING MARKETING DECISIONS

- Product and design mix
- Product life cycle
- Product differentiation
- Pricing
- Promotion
- Place
- Marketing mix and competitive advantage



2.3 MAKING OPERATIONAL DECISIONS

- Production processes
- Technology and production
- Working with suppliers
- Stock control and JIT
- Procurement
- Managing quality
- Sales process



2.4 MAKING FINANCIAL DECISIONS

- Business calculations
- Gross and net profit
- Profit margins
- Average rate of return
- Interpreting business data



2.5 MAKING HUMAN RESOURCE DECISIONS

- Organisational structures
- Communication
- Ways of working
- Recruitment
- Training and development
- Motivation



THEME 2 CONSOLIDATION

- Key concepts
- Linking ideas
- Exam practice



PAPER 1 & 2 PREPARATION

- Past papers
- Mark schemes
- Exam technique



MOCKS & FEEDBACK

- Analyse performance
- Targeted revision
- Address misconceptions



GCSE EXAMS

- Paper 1
- Paper 2
- Your future starts here!

FUTURE PATHWAYS

- Business Management
- Marketing
- Finance
- Human Resources
- Entrepreneurship
- Accountancy
- Consultancy
- Further Study (A Levels, Apprenticeships & University)

SKILLS DEVELOPED

- ✓ Analytical thinking
- ✓ Problem solving
- ✓ Communication
- ✓ Numeracy
- ✓ Data interpretation
- ✓ Creativity
- ✓ Decision making
- ✓ Independent learning
- ✓ Team working
- ✓ Real world application