

Curriculum

GCSE Business is offered as an option subject at Key Stage 4 to those students in the Red and White pathways. The students follow the EdExcel 9-1 specification.

In Key Stage 4 students' study for Edexcel GCSE Business Studies (9-1). The course offers an overview of small businesses in the first half and then builds on this knowledge in the second half to look at how and why businesses grow and the individual departments that can be found in a business.

All topics covered are based on core knowledge (provided in a knowledge organiser) which is then applied in context of a business.

Year 10

The purpose of the Y10 curriculum is to provide an understanding of the issues and concepts surrounding small businesses. These concepts are built upon in Y11.

Summer bridging work –

INTRODUCTION TO BUSINESS

Students are introduced to business studies through the teaching of some basic knowledge, e.g. goods and services; primary, secondary and tertiary sectors.

The purpose of this is to lay a foundation for the GCSE course so that students have a knowledge and understanding of the purpose of business and the role of the government.

Term 1 –

GCSE THEME 1.1 ENTERPRISE AND ENTREPRENEURSHIP

Students are introduced to the concept that the business environment is dynamic and that businesses must adapt in order to survive. This is developed further with the topic of risks and rewards in running a business. Students apply this to a case study on an individual entrepreneur when investigating why they started their business and their successes and failures.

Within this section of work students will also be introduced to the exam skills **state & explain**

GCSE THEME 1.2 SPOTTING A BUSINESS OPPORTUNITY

Students build on prior knowledge by learning about customer needs, market research, segmentation and the competitive environment. They are able to apply earlier learning about risks, rewards and the purpose of business to understand how and why businesses meet customer needs, why an entrepreneur needs to conduct market research and the impact of the competition.

Within this section of work students will also be introduced to the exam skills **discuss & outline**

Term 2 -

GCSE THEME 1.3 PUTTING A BUSINESS IDEA INTO PRACTICE

In this topic area students are learning new business skills and building on their numeracy skills. Following the path of an entrepreneur, starting a business, this topic looks at the aims that an entrepreneur might set for their business and develops a knowledge and understanding of aspects of finance that a business owner would need to understand and use. Students develop analytical skills in order to explain the impact of changes in costs and revenue and justify whether an option is most appropriate for a business situation.

Within this section of work students will also be introduced to the exam skills **calculate & justify**

GCSE THEME 1.4 MAKING A BUSINESS EFFECTIVE

Building on the idea that an entrepreneur would develop their business idea and conduct research into the current market, this topic looks at the decisions an entrepreneur would need to make in order to start their business. Students will learn about the various ownership options available and be able to critically justify a choice made as to which ownership is best. Students will also learn about the factors that affect a business's choice of location, how they decide on a marketing mix and what a business plan is and why it is important.

Within this section of work students will also be introduced to the exam skills **analyse & evaluate**

Term 3 –

GCSE THEME 1.5 UNDERSTANDING EXTERNAL INFLUENCES ON A BUSINESS

This topic area builds on the prior learning in all previous topics, by considering the impact that stakeholder groups and the external environment has on business activity. Students will learn about recent changes and the impact of technology, legislation and the economic climate, thus enabling them to understand more the influences on business activity, and also empowering them as consumers and future employees.

Within this section of work students will also be revisiting the exam skills **state, explain, discuss & outline**

GCSE THEME 2.1 GROWING THE BUSINESS

Previously students will have learnt about starting and running a small business. From now on the topics focus on larger businesses and the specialist areas that can arise from a business growing. In the first topic, students learn the various ways in which businesses can grow and apply this to understand why some businesses operate as franchise or public limited companies rather than remaining private. They further develop and build on prior knowledge of business ownership, aims and sources of finance. In addition reasons for and the impact of globalisation will be studied, which is important in a changing and more global economy. Business ethics are also considered with students being able to develop an understanding of why some businesses will be more ethical in their operations than others.

Within this section of work students will also be revisiting the exam skills **calculate, justify, analyse & evaluate**

Year 11

In year 11 the focus is on the individual functions within a business, as well as revision of previous topic areas by developing synoptic links.

Summer bridging work –

THE HISTORY OF A BRAND

Students are to choose a well-established product and research the history of it. They should identify the marketing mix from at least three 'ages' of the product and discuss how the different elements work together to market the product effectively.

Students should select two of the ages they have researched and "justify" the one they feel was more successful for the business.

GCSE THEME 2.2 MAKING MARKETING DECISIONS

In this topic students will study the four key areas related to marketing of a product: the product, the price, promotion and distribution channels. Students will build on prior knowledge developed in year 9 and 10 to help them to understand these concepts, for example customer needs, break even and market research. Use of real-life examples will enable the students to apply their knowledge and deepen their understanding.

Within this section of work students will also be revisiting the exam skills **calculate, justify, analyse & evaluate**

GCSE THEME 2.3 MAKING OPERATIONAL DECISIONS

In this topic area students will link back to their prior knowledge about goods and services and the key purpose of business. In addition, the prior knowledge on customer needs, costs and break-even will enable students to understand operational decisions. Students will learn about different production methods, inventory management, quality assurance and the sales process. As a consumer this topic will facilitate an understanding of how and why goods are manufactured in the way they are and consequently the marketing decisions that arise from this.

Within this section of work students will also be revisiting the exam skills **calculate, justify, analyse & evaluate**

GCSE THEME 2.4 MAKING FINANCIAL DECISIONS

This topic builds on a topic taught in year 9 and interleaves the operational and marketing decisions. Students will use their numerical skills to calculate profitability ratios as well as interpreting a range of quantitative business data.

Within this section of work students will also be revisiting the exam skills **calculate, justify, analyse & evaluate**

GCSE THEME 2.5 MAKING HUMAN RESOURCE DECISIONS

The final topic area, may be the most interesting and relevant to all students as they prepare to possibly enter the work of work after GCSE exams. In this topic are students will learn about how businesses are organised into structures, the communication methods used by businesses and different working methods. They will then be able to make more valid judgements about employment contracts. Students also learn about effective recruitment, training and ways in which employees are motivated. This should enable them to understand better they financial and non-financial rewards offered as well as understanding how to apply for future employment.

Within this section of work students will also be revisiting the exam skills **calculate, justify, analyse & evaluate**