



# BUSINESS GCSE CURRICULUM MAP

## FURTHER STUDY

- A level Business, BTEC Business, A Level Economics

## CAREER PATHS

University, Real estate, Marketing, Recruitment, Sales, customer service, Logistics, Finance, Management, Retail, Administration

## SKILLS

- Critical analysis, interpretation, evaluation, descriptive writing

### Building a Business - Paper 2

## REVISION & EXAMS

Assessment: Paper 1, 2

### Topic 2.5 Making human resource decisions

- Organisational structures
- Recruitment
- Training and development
- Motivation

### Topic 2.4 Making financial decisions

- Business calculations
- Understanding business performance

### Topic 2.3 Making operational decisions

- Business operations
- Working with suppliers
- Managing quality
- The sales process

### Topic 2.2 Making marketing decisions

- Product
- Price
- Place
- Promotion

YEAR 11

### Topic 2.1 Growing the business

- Business growth
- Changes in business aims and objectives
- Business and globalisation – **share further knowledge on global laws e.g. liberalisation**
- Ethics, the environment and business – **incorporate further knowledge on business practices eg. CSR**

Assessment: Paper 1 Mock

### Topic 1.5 Understanding external influences on business

- Business stakeholders
  - Technology and business
  - Legislation and business
  - The economy and business
  - External influences
- Incorporate projects to evaluate entrepreneurship module e.g. develop business plans, innovation to start up business. Pitch a business idea

### Investigating a Small Business: Paper 1

### Topic 1.4 Making the business effective

- The options for start-up and small businesses
- Business location
- The marketing mix
- Business plans

### Topic 1.3 Putting a business idea into practice

- Business aims and objectives
- Business revenues, costs and profits
- Cash and cash-flow – **Enhance financial concepts for personal finance management**
- Sources of business finance

### Topic 1.2 Spotting a business opportunity

- Customer needs
- Market research – **Integrate advanced digital marketing e.g. Business software tools for data analysis**
- Market segmentation
- The competitive environment

### Topic 1.1 Enterprise and entrepreneurship

- The dynamic nature of business
- Risk and reward
- The role of business enterprise

YEAR 10

## SKILL

Demonstrate knowledge and understanding of business concepts and issues

## SKILL

Apply knowledge and understanding of business concepts and issues to a variety of contexts

## SKILL

Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions