



GCSE Business Curriculum Plan Overview

Sixth Form

Year 1 - Theme 1: Investigating small business

Term	Topic	Learning	How can parents' best support
Autumn 1	Course introduction Topic 1.1 Enterprise and entrepreneurship	Students are introduced to the dynamic nature of business in relation to how and why business ideas come about. They also explore the impact of risk and reward on business activity and the role of entrepreneurship.	Parents can encourage students to be using BBC Bitesize to reinforce learning in the classroom as well as pre reading upcoming topic knowledge to prepare students for lessons. https://www.bbc.co.uk/bitesize/examspecs/z98snbk
Autumn 2	Topic 1.2 Spotting a business opportunity	Students will explore how new and small businesses identify opportunities through understanding customer needs and conducting market research. They will also focus on understanding the competition.	Parents could help their child by discussing local businesses within the community, focusing on independently run or small businesses.
Spring 1	Topic 1.3 Putting a business idea into practice	This topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects.	Parents could help their child by discussing the differing aims that local businesses may have and why they would have such aims. It is important to emphasize that not all businesses are profit driven, some are focused on social benefits or a positive environmental impact.
Spring 2	Topic 1.4 Making the business effective	Students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.	Parents can support by discussing how businesses become successful and discuss examples that they are familiar with. How do you know that they're successful? What made them successful? Were there any problems along the way?
Summer 1	Topic 1.5 Understanding external influences on business	Students are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. Students will explore how businesses respond to these influences.	Parents could help their child understand the wider world of business by watching or reading the news with their child.
Summer 2	Topic 2.1 Growing the business	Students are introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.	Parents could help their child understand the wider world of business by watching or reading the news with their child.



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Year 2- Theme 2: Building a business			
Term	Topic	Learning	How can parents' best support
Autumn 1	Topic 2.2 Making marketing decisions	Students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.	Parents could help by discussing common products in the home and how businesses apply a successful marketing mix of product, place, price and promotion. E.g. the pricing of a product in comparison to competitors' similar products. Also how products are delivered to market especially with the emergence of online shopping.
Autumn 2	Topic 2.3 Making operational decisions	This topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.	Parents could help by discussing customers' needs and wants. Identifying needs which must be met as they are essential to survival opposed to wants which may be of lesser importance. Discussion of how products move through the supply chain are also advantageous in supporting students' understanding.
Spring 1	Topic 2.4 Making financial decisions	Students will explore the tools a business has to support financial decision making, including ratio analysis and the use and limitation of a range of financial information.	Parents could help by encouraging students to be revisiting the use of financial calculations to form their revision for the upcoming examinations. Useful link: https://www.bbc.co.uk/bitesize/ques/zd2fpq8/revision/1
Spring 2	Topic 2.5 Making human resource decisions	Growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity. These aspects are considered in this final topic.	Parents could help by discussing how businesses recruit the right employees and then are required to train and develop them to meet the needs of the business.
Summer 1	Exam preparation and revision	Students learning of Theme 1 is consolidated and application skills focused upon to prepare for examinations.	Parents could help by looking through past papers and mark schemes with their child, see: www.edexcel.com/quals/gcse/gcse09/Business/Business/Pages/default.aspx
Summer 2	Exam preparation and revision	Students learning of Theme 2 is consolidated and application skills focused upon to prepare for examinations.	Parents could help by looking through past papers and mark schemes with their child, see: www.edexcel.com/quals/gcse/gcse09/Business/Business/Pages/default.aspx
Assessment	Edexcel GCSE Examinations	2 x 90 minute exams	Paper 1 - Investigating small business Paper 2 - Building a business