



GCSE Business Curriculum Plan Overview

KS4/5

Year 1 of study - Theme 1: Investigating small business

Term	Topic	Learning	How can parents' can best support	Key Vocab
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	Enterprise, Entrepreneur, Consumer, Obsolete, E-commerce, M-commerce, Social media, Payment platform, Marketplace, Data, Demographic, Risk, Financial reward, Market research, Revenue forecast, Cash flow, Sales revenue, Investment, Start-up, Intuition, Stakeholder, Ethics Unique selling point (USP), Values, Loyalty, Market share, Economy
	Assessment: MCQ topic tests			
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.	Convenience, Viable, Market research, Focus group, Target market, Sample, Generation Y (also known as Millennials) Data, Biased, Ethics, Source, Chamber of commerce Trade association, Analysis, Incentive, Valid Segmentation, Demographics, Axes, SWOT analysis
	Assessment: MCQ topic tests			
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.	Parent's 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.	Market share, Profit, Social objectives, Income stream, Viable, Income statement, Stakeholder, Break-even point, Credit, Overheads, Insolvent, Consumables, Trade credit, Overdraft, Cheque, Venture capital, Return on investment, Shareholders, Share capital, Credit check, Security, Asset, Guarantor, Retained profit
	Assessment: MCQ topic tests			
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?	Limited liability, Assets, Incorporated, Unlimited liability, Unincorporated, Sole trader, Partnership, Deed of partnership, Private limited company, Shareholders, Franchise, Franchisor, Franchisee, Labour, Footfall, Demographics, National Living Wage, Bulk-gaining product, Bulk-reducing product, Convenience good, Shopping good, Topography, Inertia, E-commerce, M-commerce, Multi-channel, Undercut, Price war, Product differentiation, Brand loyalty, Market share, Recession, Promotional mix, Business plan, SMART objectives, Market research, Target market, Revenue, Profit, Cash flow, Budgets, Negative cash balance, Overdraft, Bank loan
	Assessment: MCQ topic tests			
	Topic 1.5 Understanding external influences	Students are introduced to a range of factors, many of which	Parents could help their child understand the wider world of business by watching or reading	Stakeholder, Shareholders, Private limited company Public limited company, Stock exchange Profit, Payment terms, Ethics,

<p>Summer 1</p>	<p>on business</p>	<p>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.</p>	<p>the news with their child.</p>	<p>Conflict, Real-time, Cookies, Legislation, Reasonable care, Induction, Comply, Minimum wage, Discrimination, Protected characteristic, Levy, Globalisation, Bank of England Tax, Imports, Exports, Gross profit, Obsolete</p>
<p>Assessment: MCQ topic tests</p>				
<p>Summer 2</p>	<p>Topic 2.1 Growing the business</p>	<p>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.</p>	<p>Parents could help their child understand the wider world of business by watching or reading the news with their child.</p>	<p>Research and development, Innovation, E-commerce, Merger, Takeover, Public Limited Company, Multinational, Assets, Interest, Secured, Dividends, Stock Market Flotation, Stock Exchange, Degree of Competition, Market share, Culture, Organisational structure, Product Portfolio, Globalisation, Imports, Exports, Domestically, Tariff, Protectionist measure Trading bloc, Localise, Ethics, Stakeholder, Trade-off, Profit margin, Green audit Sustainability, Finite resource (non-renewable resource) Pressure group, Boycott,, Lobbying.</p>



GCSE Business Curriculum Plan Overview

KS4/5

Year 2 of study - Theme 2: Building a business

Term	Topic	Learning	How can parents' best support	Key Vocab
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.	Marketing mix, Aesthetics, Viable Product portfolio, Economies of scale, Maximise, Unique Selling Point (USP), Mass market Generic, Niche market, Discontinued, Emotive language, Medium, Sales promotion, Stock, Pressure group, Viral marketing, E-commerce, M-commerce, Retailing, E-tailing, Markup,, Third-party platform, Integrated marketing mix, Patent
Assessment: MCQ topic tests				
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.	Bespoke, Automation, Profit, Economies of scale, Downtime, Standardised, Cost per unit (average cost), Supply chain management (SCM), Procurement, Variable costs, Fluctuate, Logistics, Perishable, Quality mark, Competitive advantage, E-tailing, Retailing, Transaction, Quantitative, Metric, Qualitative, Differentiate
Assessment: MCQ topic tests + mock exam				
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/guides/zd2fpg8/r/evision/1	Cost of sales, Profit margin, Inflation, Variable, Infographic, Demographic, Qualitative data
Assessment: MCQ topic tests				
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.	Layers, Span of control, Accountability, Jargon Freelance,, Roles, Responsibilities, Salary band, Productivity, Legislation, Motivation, Retain, Autonomy, Job satisfaction
Assessment: MCQ topic tests + mock exam				
	Exam preparation	Students learning	Parents could help by	All key vocabulary

Summer 1	and revision	of Theme 1 is consolidated and application skills focused upon to prepare for examinations.	looking through past papers and mark schemes with their child, see: www.edexcel.com/quals/gcse/gcse09/Business/Business/Pages/default.aspx	Students are encouraged to use Pearson's Business GCSE free revision App.
<u>Assessment: MCQ topic tests</u>				
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	All key vocabulary Students are encouraged to use Pearson's Business GCSE free revision App.
Final Assessment GCSE Business				
	Edexcel GCSE Examinations	2 x 90 minute exams	Paper 1 - Investigating small business Paper 2 - Building a business	