

GCSE Business – Year 10	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2			
Topic/Unit to be studied	Topic 1.2 Spotting a business opportunity*	Topic 1.3 Putting a business idea into practice	Topic 1.4 Making the business effective	Topic 1.5 Understanding external influences on business	Topic 2.1 Growing the business	Topic 2.2 Making marketing decisions			
Subject Content Outline	<ul> <li>1.2.1 Customer needs</li> <li>1.2.2 Market research</li> <li>1.2.3 Market segmentation</li> <li>1.2.4 The competitive environment</li> </ul>	<ul> <li>1.3.1 Business aims and Objectives</li> <li>1.3.2 Business revenues, costs</li> <li>and profits</li> <li>1.3.3 Cash and cash-flow</li> <li>1.3.4 Sources of business finance</li> </ul>	<ul> <li>1.4.1 The options for start-up and</li> <li>small businesses</li> <li>1.4.2 Business location</li> <li>1.4.3 The marketing mix</li> <li>1.4.4 Business plans</li> </ul>	<ul> <li>1.5.1 Business stakeholders</li> <li>1.5.2 Technology and business</li> <li>1.5.3 Legislation and business</li> <li>1.5.4 The economy and business</li> <li>1.5.5 External influences</li> </ul>	<ul> <li>2.1.1 Business growth</li> <li>2.1.2 Changes in business aims and objectives</li> <li>2.1.3 Business and globalisation</li> <li>2.1.4 Ethics, the environment and business</li> </ul>	<ul> <li>2.2.1 Product</li> <li>2.2.2 Price</li> <li>2.2.3 Promotion</li> <li>2.2.4 Place</li> <li>2.2.5 Using the marketing mix to make business decisions</li> </ul>			
Aims/Assessment Objectives	Students must: (% of overall GCSE in brackets)  AO1: Demonstrate knowledge and understanding of business concepts and issues (35%)  AO2: Apply knowledge and understanding of business concepts and issues to a variety of contexts (35%)  AO3: Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions (30%)								
Assessment	On-going closing the gap assessments on tasks related to content taught. Tasks to have same rigour as exams.	On-going closing the gap assessments on tasks related to content taught. Tasks to have same rigour as exams.	On-going closing the gap assessments on tasks related to content taught. Tasks to have same rigour as exams.	On-going closing the gap assessments on tasks related to content taught. Tasks to have same rigour as exams.	On-going closing the gap assessments on tasks related to content taught. Tasks to have same rigour as exams.	On-going closing the gap assessments on tasks related to content taught. Tasks to have same rigour as exams.			

Cross curricular opportunities	Content from the specification as follows:  Numeracy/Maths, especially in the financial topics (e.g. 1.3)  English Language in the composition of extended responses to meet assessment criteria  Psychology in understanding the different motivation theories  Government and Politics to be clear the impact of Government taxation, subsidies, tariffs etc.  Media Studies to appreciate the impact of marketing strategies  Citizenship and Geography in 1.5									
Social, Moral, Spiritual, Cultural	Throughout the study of Business, students are encouraged to balance their arguments with moral dilemmas that conflicting stakeholders might have. This includes an exploration of the different objectives of various stakeholders. Students explore the impact on society and to an extent on culture of global business operations as part of their course.									
Homework	Revision notes and questions on unit 1.2	Revision notes and questions on unit 1.3	Revision notes and questions on unit 1.4	Revision notes and questions on unit 1.5	Revision notes and questions on unit 2.1	Revision notes and questions on unit 2.2				

<sup>\*</sup>Students learnt 1.1 during the last half-term of year 9. We therefore pick up with 1.2.

## Theme 1 content

## Theme 2 content