GCSE Business

Key Stage 4 Curriculum Overview

	Autumn Term 1B		Year 10											
			Spring Term 2A		Spring Term 2B		Summer Term 3A		Summer Term 3B					
1	OPIC TITLE: Business activity, ma	-	TOPIC TITLE: Business activity,		TOPIC TITLE: Business activity,		TOPIC TITLE: Business activity,		TOPIC TITLE: Business activity,					
	and people	marketing and peo	•	marketing and pe		marketing and people		marketing and peop						
•	 Business activity business activity copics definition definit	•	Domains (Core knowledge and skills)	Topics • Marketing	Domains (Core knowledge and skills)	• People	Domains (Core knowledge and skills)	Topics • People	Domains (Core knowledge and skills)					
Understand the role of business enterprise and entrepreneurship Understand the role of business planning Understand the different ownership types that are available to a business	To under the difference aims and objective business have and these chover time. To under who are stakehold a busine how their conflict. To under how bus can grow internal external.	that hay how hige tand ers in and heeds tand esses using hid	To understand the role of the marketing department within a business To understand the methods used to research the market To understand what market research is		To understand the difference between primary and secondary research methods To understand what market segmentation is and how this is used by businesses To understand the marketing mix and how this s used by a business		To understand the role of human resources To understand different organisational structures and ways of working To understand communication in business and why this is so important		To understand recruitment and selectin To understand the role of motivation and retention To understand training and development To understand employment law					
	Jnderstand the role of business enterprise and entrepreneurship.		To understand the different aims and objectives that business may have and		To understand the role of the marketing department within a		To understand the difference between primary and secondary research		To understand the role of human resources. To understand different					
	Inderstand the role of business pl	I -	how these change over time.		business.		methods. To understand what market		cures and ways of					
Uı	Inderstand the different ownersh hat are available to a business	-	non those change over time.		To understand the methods used to research the market.		segmentation is and how this is used by businesses. To understand the		working. To understand					

	To understand who are stakeholders in a business and how their needs	To understand what market research is.	marketing mix and how this s used by a business	communication in business and why this is so important
	conflict.			·
	To understand how businesses can grow using internal and external			
	growth			

Year 11											
Autumn Term 1A Autumn Term 1B			Spring Term 2A		Spring Term 2B		Summer Term 3A		Summer Term 3B		
TOPIC TITLE: Operations, finance and TOPIC TITLE: Operations, finance and		TOPIC TITLE: Operations, finance		TOPIC TITLE: Operations, finance		TOPIC TITLE: Operations, finance and		TOPIC TITLE Operations, finance and			
influences in busine	SS	influences in business		and influences in	business	and influences in	business	influences in busine	ess	influences in business	1
Topics • Operations	Domains (Core knowledge and	Topics • Operations	Domains (Core knowledge and skills) Understand consumer	Topics • Finance	Domains (Core knowledge and skills)	Topics • Finance	Domains (Core knowledge and skills)	Topics • Influences	Domains (Core knowledge and skills)	• Revision for	Domains (Core knowledge and skills)
Operations	To understand	Operations	law	Tillalice	Understand the	Tillance	Understand	on	January .	examination	3Kiii3)
	different				role of the		revenue, costs,	business	Understanding	Cxammation	Reviewing:
	production		Understand business		finance		profit and loss		ethical and		business
	processes		location		function		·		environmental		activity,
							Understand		influences on a		marketing,
	Understand		Understand working		Understand		breakeven		business		people,
	quality of goods		with suppliers		sources of						operations,
	and services				finance		Understand		Understanding		finance and
					available to a		cash and cash		the economic		influences on
	Understand the				business		flow		climate and its		businesses
	sales process and customer service								impact on a business		
	customer service								Dusilless		
									Understanding		
									globalisation		
	•										

Prior Domains: To understand	To understand differen	t production processes.	Understand cons	umer law.	Understand the re	ole of the finance	Understand revenu	e, costs, profit	Understanding ethical	and	
recruitment and selection. To	Understand quality of g	Inderstand quality of goods and services.		Understand business location.		function. Understand sources of		and loss. Understand breakeven.		environmental influences on a	
understand the role of motivation and	Understand the sales process and customer		Understand working with suppliers		finance available to a business		Understand cash and cash flow		business. Understanding the economic		
retention. To understand training and	service								climate and its impact	on a business.	
development. To understand									Understanding globalis	sation	
employment law											