

GCSE Business

Key Stage 4 Curriculum Overview

Year 10											
Autumn Term 1A		Autumn Term 1B		Spring Term 2A		Spring Term 2B		Summer Term 3A		Summer Term 3B	
TOPIC TITLE: Business activity, marketing and people		TOPIC TITLE: Business activity, marketing and people		TOPIC TITLE: Business activity, marketing and people		TOPIC TITLE: Business activity, marketing and people		TOPIC TITLE: Business activity, marketing and people		TOPIC TITLE: Business activity, marketing and people	
Topics <ul style="list-style-type: none"> Business activity 	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	Topics <ul style="list-style-type: none"> Business activity 	Domains (Core knowledge and skills) To understand the different aims and objectives that business may have and how these change over time To understand who are stakeholders in a business and how their needs conflict To understand how businesses can grow using internal and external growth	Topics <ul style="list-style-type: none"> Marketing 	Domains (Core knowledge and skills) 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	Topics <ul style="list-style-type: none"> Marketing 	Domains (Core knowledge and skills) 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 is used by a business	Topics <ul style="list-style-type: none"> People 	Domains (Core knowledge and skills) 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	Topics <ul style="list-style-type: none"> People 	Domains (Core knowledge and skills) To understand recruitment and selection To understand the role of motivation and retention To understand training and development To understand employment law
	Prior Domains:		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 understand the different aims and objectives that business may have and how these change over time.		To understand the role of the marketing department within a business. To understand the methods used to research the market.		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		To understand the role of human resources. To understand different organisational structures and ways of working. To understand

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

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 influences in business		TOPIC TITLE: Operations, finance and influences in business		TOPIC TITLE: Operations, finance and influences in business		TOPIC TITLE: Operations, finance and influences in business		TOPIC TITLE: Operations, finance and influences in business		TOPIC TITLE: Operations, finance and influences in business	
Topics <ul style="list-style-type: none"> Operations 	Domains (Core knowledge and skills) To understand different production processes Understand quality of goods and services Understand the sales process and customer service	Topics <ul style="list-style-type: none"> Operations 	Domains (Core knowledge and skills) Understand consumer law Understand business location Understand working with suppliers	Topics <ul style="list-style-type: none"> Finance 	Domains (Core knowledge and skills) Understand the role of the finance function Understand sources of finance available to a business	Topics <ul style="list-style-type: none"> Finance 	Domains (Core knowledge and skills) Understand revenue, costs, profit and loss Understand breakeven Understand cash and cash flow	Topics <ul style="list-style-type: none"> Influences on business 	Domains (Core knowledge and skills) Understanding ethical and environmental influences on a business Understanding the economic climate and its impact on a business Understanding globalisation	Topics <ul style="list-style-type: none"> Revision for examination 	Domains (Core knowledge and skills) Reviewing: business activity, marketing, people, operations, finance and influences on businesses

Prior Domains: To understand recruitment and selection. To understand the role of motivation and retention. To understand training and development. To understand employment law	To understand different production processes. Understand quality of goods and services. Understand the sales process and customer service	Understand consumer law. Understand business location. Understand working with suppliers	Understand the role of the finance function. Understand sources of finance available to a business	Understand revenue, costs, profit and loss. Understand breakeven. Understand cash and cash flow	Understanding ethical and environmental influences on a business. Understanding the economic climate and its impact on a business. Understanding globalisation				