



Years 10 & 11 Curriculum

GCSE: Business Studies



Year 10	Term 1 (Autumn)		Term 2 (Spring)		Term 3 (Summer)	
	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topic	Enterprise & Entrepreneurship	Spotting a Business Opportunity	Putting a Business Idea into Practice	Making the Business Effective	Understanding External Influences on Business	Growing the Business
Key Concepts	- The dynamic nature of business - Risk and reward - The role of Business - Enterprise	- Customer needs - Market research - Market segmentation - The competitive environment	- Business aims and objectives - Business revenues, costs and profits - Cash and cash-flow - Sources of business finance	- The options for start-up and small businesses - Business location - The marketing mix - Business plans	- Business stakeholders - Technology and business - Legislation and business - The economy and business - External influences	- Business growth - Changes in business aims and objectives - Business and globalisation - Ethics, the environment and business

Year 11	Term 1 (Autumn)		Term 2 (Spring)		Term 3 (Summer)	
	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topic	Making Marketing Decisions	Making Operational Decisions	Making Financial Decisions	Making Human Resource Decisions	Revision & Exam Preparation	
Key Concepts	- Product - Price - Promotion - Place - Using the marketing mix to make business decisions	- Business operations - Working with suppliers - Managing quality - The sales process	- Business calculations - Understanding business performance	- Organisational structures - Effective recruitment - Effective training & development - Motivation		



Years 10 & 11 Assessment

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All pupils will sit several knowledge tests and a mock examination in Year 10. In Year 11, pupils will sit an assessment and a mock examination.

	Year 10		Year 11		Revision Resources
	Knowledge Tests	Mock Exam	Assessment	Mock Exam	
	Autumn/Spring Terms	Spring Term	Autumn Term	Autumn Term	
Style of Assessment	Each knowledge test will consist of 20 multiple-choice questions	Pupils will complete a written exam	Pupils will complete a written exam	Pupils will complete a written exam	<i>Kennet Resources</i> - Core Questions - Knowledge Organisers - Learning Habits <i>External Resources</i> www.bbc.com/bitesize
Topics Assessed	Unit 1 – Investigating Small Business - Enterprise and entrepreneurship - Spotting a business opportunity The two knowledge tests will cover Terms 1 and 3 work respectively	Unit 1 – Investigating Small Business - Enterprise and entrepreneurship - Spotting a business opportunity - Putting a business idea into practice - Making the business effective	Unit 1 - Investigating Small Business - Enterprise and entrepreneurship - Spotting a business opportunity - Putting a business idea into practice - Making the business effective - Understanding external influences on business. Unit 2 – Building a Business - Growing the business	Unit 2 – Building a Business - Growing the business - Making marketing decisions - Making operational decisions - Making financial decisions - Making human resource decisions Plus all of Unit 1	