



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	<ul style="list-style-type: none">The dynamic nature of businessRisk and rewardThe role of BusinessEnterprise	<ul style="list-style-type: none">Customer needsMarket researchMarket segmentationThe competitive environment	<ul style="list-style-type: none">Business aims and objectivesBusiness revenues, costs and profitsCash and cash-flowSources of business finance	<ul style="list-style-type: none">The options for start-up and small businessesBusiness locationThe marketing mixBusiness plans	<ul style="list-style-type: none">Business stakeholdersTechnology and businessLegislation and businessThe economy and businessExternal influences	<ul style="list-style-type: none">Business growthChanges in business aims and objectivesBusiness and globalisationEthics, 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	<ul style="list-style-type: none">ProductPricePromotionPlaceUsing the marketing mix to make business decisions	<ul style="list-style-type: none">Business operationsWorking with suppliersManaging qualityThe sales process	<ul style="list-style-type: none">Business calculationsUnderstanding business performance	<ul style="list-style-type: none">Organisational structuresEffective recruitmentEffective training & developmentMotivation		




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	Spring Term	
Style of Assessment	Pupils will complete an exam and two knowledge tests (each test consist of 20 multiple-choice questions)	Pupils will complete a written exam	Pupils will complete a written exam	Pupils will complete a written exam	Kennet Resources <ul style="list-style-type: none"> Core Questions Knowledge Organisers Learning Habits External Resources <ul style="list-style-type: none"> www.bbc.com/bitesize You can also find additional revision material on Frog 
Topics Assessed	Unit 1 – Investigating Small Business <ul style="list-style-type: none"> Enterprise and entrepreneurship Spotting a business opportunity The two knowledge tests will cover Terms 1 and 3 work respectively	Unit 1 – Investigating Small Business <ul style="list-style-type: none"> Enterprise and entrepreneurship Spotting a business opportunity Putting a business idea into practice Making the business effective 	Unit 1 - Investigating Small Business <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> Growing the business 	Unit 2 – Building a Business <ul style="list-style-type: none"> Growing the business Making marketing decisions Making operational decisions Making financial decisions Making human resource decisions Plus all of Unit 1	