

## GCSE - Business

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<b>Year 10</b>	<p><b>Topic 1.1 Enterprise and entrepreneurship</b></p> <p>Investigating the dynamic nature of business, how risk and reward works and the role of business enterprise.</p>	<p><b>Topic 1.2 Spotting a business opportunity</b></p> <p>Investigating customer needs, market research, market segmentation &amp; the competitive environment.</p>	<p><b>Topic 1.3 Putting a business idea into practice</b></p> <p>Investigating business aims and objectives, business revenue, costs and profits, cash flow and sources of finance.</p>	<p><b>Topic 1.4 Making the business effective</b></p> <p>Investigating the options for startup and small businesses, business location, marketing mix and business plans.</p>	<p><b>Topic 1.5 Understanding external influences on business</b></p> <p>Investigating business stakeholders, technology in business, legislation in business, economic considerations including external influences.</p>	<p><b>Exam Techniques and Scaffolding of Learning</b></p> <p><b>Introduction to Year 11</b></p>
<b>Year 11</b>	<p><b>Topic 2.1 Growing the business</b></p> <p>Investigating business growth, changes in business aims and objectives, business and globalisation &amp; ethics.</p>	<p><b>Topic 2.2 Making marketing decisions</b></p> <p>Investigating product, price, place &amp; promotion &amp; using the marketing mix to make business decisions.</p>	<p><b>Topic 2.3 Making product decisions</b></p> <p>Investigating business operations, working with suppliers, managing quality &amp; the sales process.</p>	<p><b>Topic 2.4 Making financial decisions</b></p> <p>Investigating business calculations &amp; understanding business performance.</p>	<p><b>Topic 2.5 Making people decisions</b></p> <p>Investigating organisational structures, effective recruitment and motivation.</p>	<b>Official Examinations</b>