

GCSE - Business

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

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Year 10 Unit 01 Introduction to Business and Enterprise	1.1 Entrepreneur - Being an entrepreneur - Entrepreneurial characteristics and skills 1.2 Business Aims and Objectives - Financial aims and objectives - Non-financial aims and objectives 1.3 Structures - Legal structures - Organisational structures - Restructuring 1.4 Stakeholder Engagement - Internal stakeholders - External stakeholders - Stakeholder engagement 2.1 Marketing Mix - Product types - Product lifecycle - Boston Matrix - 4 Ps 2.2 Market Research and Markets -Data types -Primary research -Secondary research -Market types -Orientation types	3.1 Operations Management - Outsourcing - Lean production - Maintaining and improving quality - Production methods 4.1 Customer Service and Internal influences and Challenges of growth - Customer service - Customer service measurements - How customer service is measured 4.2 Internal Influences - Aims and objectives - Financial position of the business and enterprise - Staff motivation (including Maslow, Mayo, Herzberg) - Operational issues. 4.3 Internal Challenges of Growth - Maintaining customer service levels - Diseconomies of scale	5.1 External influences GDP - Interest rates - Changes in living wage - Changes in fashions and trends - Changes in the competitive environment - Level of employment - Availability of skills locally - Changes to legislation - Changes in tax rates 5.2 Challenges of Growth - Additional human resource requirements - Local cultural sensitivities - Understanding of local legislation. Written Examination preparation	Unit 1 EXAM	Introduction to Unit 2 - (Synoptic Project) Understanding resources for business and enterprise planning. 1.1 Business Research - Areas of research 1.2 Resource planning - Physical resources - Technological resources 1.3 Business growth - Internal growth - External growth 2.1 Human resources - Methods of recruitment - Stages of recruitment - Legal considerations - Staff development - Pay and remuneration 3.1 Business & enterprise funding - Funding types	Unit 2 - Understanding resources for business and enterprise planning. 3.2 Business & enterprise finance - Financial concepts and calculations - Costs, liabilities and assets - Financial documents - Ratio analysis - Cash flow management 4.1 Planning in business - Purpose of business planning - Benefits of business planning - A business plan
Year 11 Revision	1.1 Entrepreneur 1.2 Business Aims and Objectives 1.3 Organisational Structures 1.4 Stakeholder Engagement 2.1.1 Product Types- Tangible/ intangible 2.2 Market Research and Markets 3.1 Operations Management 4.1 Customer Service and Internal influences and Challenges of growth 4.2 Internal Influences 4.3 Internal Challenges of Growth	Revision for unit 1 exam Revision for unit 1 exam Revision for unit 1 exam Re-take Exam - October sitting. Unit 2 - Understanding resources for business and enterprise planning. Synoptic question released - December.	Synoptic project write-up. Section 1 Company description. Section 2 Marketing analysis. Section 3 Marketing.	Synoptic project write-up. Section 4 People and operations. Section 5 Financial plan Section 6 Learner log, including evaluation.	Synoptic project write-up. Resubmission of unit 2 where needed.	Synoptic project submission.

A Level - Business

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 12	Teacher 1					
	3.1 What is Business? Nature and purpose of business Understand different forms of business PESTLE	3.3 Decision making to improve marketing performance Setting objectives Markets and customers Segmentation, targeting, positioning	Marketing mix - 7Ps 3.5 Decision making to improve financial performance Setting financial objectives Analyse financial performance	Sources of finance Improving cash flow and profits	Revision and preparation for AS Mock Papers 1 and 2	Revision and preparation for AS Mock Papers 1&2 Exam Yr13 3.7.2 Ratio analysis Teacher 2
	Teacher 2					
	3.2 Managers, leadership and decision making Management, leadership and decision making Management decision making Role and importance of stakeholders 3.6 Decision making to improve HR performance Setting HR Objectives	Analysing HR Performance Improving organisational design and HR flow Improving motivation and engagement Improving employer-employee relations	3.4 Decision making to improve operational performance Setting operational objectives Analysing operational performance Increasing efficiency and productivity	Improving quality Managing inventory and supply chains	Revision and preparation for AS Mock Papers 1 and 2	Revision and preparation for AS Mock Papers 1&2 Exam Yr13 3.7.1 Mission, corporate objectives and strategy Key assessments
Key Assessments						
End of topic tests set by individual teachers using Exampro and Seneca Learning Milestone in October – initial numeracy test, exam questions on the topic 3.1.	End of topic tests set by individual teachers using Exampro and Seneca Learning	End of topic tests set by individual teachers using Exampro and Seneca Learning	End of topic tests set by individual teachers using Exampro and Seneca Learning			Mock exams – previous year's AS papers (if not available then use specimen paper)
Year 13	Teacher 1					
	3.7 Analysing the strategic position of a business 3.7.1 Mission, corporate objectives and strategy (Covered end of Yr12) 3.7.2 Ratio analysis (Covered end of Yr12) 3.7.3 Analysing the existing internal position of a business to access strengths and weaknesses – overall performance 3.7.4 Analysing the external environment to assess opportunities and threats: political and legal change 3.7.5 Analysing the external environment to assess opportunities and threats: economic change	3.7.6 Analysing the external environment to assess opportunities and threats: social and technological change 3.7.7 Analysing the external environment to assess opportunities and threats: the competitive environment 3.7.8 Analysing strategic options: investment appraisal 3.8 Choosing strategic direction 3.8.1 Strategic direction: choosing which markets to compete in and what products to offer 3.8.2 Strategic positioning: choosing how to compete	3.9 Strategic methods: how to pursue strategies 3.9.1 Assessing a change in scale 3.9.2 Assessing innovation 3.9.3 Assessing internationalisation 3.9.4 Assessing greater use of digital technology	3.10 Managing strategic change 3.10.1 Managing change 3.10.2 Managing organisational culture 3.10.3 Managing strategic implementation 3.10.4 Problems with strategy and why strategies fail	Revision and preparation for A2 Exams	Revision and preparation for A2 Exams
	Key Assessments					
End of topic tests set by individual teachers using Exampro and Seneca Learning Milestone in October – past paper question – to include half of the themes above	End of topic tests set by individual teachers using Exampro and Seneca Learning	End of topic tests set by individual teachers using Exampro and Seneca Learning	End of topic tests set by individual teachers using Exampro and Seneca Learning			A Level Exams Papers 1, 2, 3