



GCSE Business (Edexcel) - Curriculum Map

INTENT OF THE COURSE

The business curriculum provides an understanding of entrepreneurs and how they start a business. The curriculum is sequenced to work through the beginning of starting a business, and therefore starts with the entrepreneur and the skills they possess and why they would start a business – risk versus reward. The curriculum moves on to what is required to start a business such as funding, business plans etc. Once the students have established how and why a person would start a business, students focus will change to how the business survives and grows.

Students will leave KS4 having knowledge and understanding of the world of business. This includes all aspects of running a business from understanding the skills of an entrepreneur, writing business plans, the finance of running a business, recruitment, marketing goods and services and understanding how goods are manufactured and successfully distributed to the customer.

At KS5 students can study an A Level in Business or an A Level in Economics.





IMPLEMENTATION

Year Group: 10 Theme 1; Investigating Small Business

Year 10 – Theme 1 overview	Theme 1 concentrates on the key business concepts, issues and skills involved in starting and running a small business. It provides a framework for students to explore core concepts through the lens of an entrepreneur setting up a business. Students will be introduced to local and national business contexts and will develop an understanding of how these contexts impact business behaviour and decisions.					
Time period	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Units	1.1 Enterprise and entrepreneurship 1.2 Spotting a business opportunity	1.2 Spotting a business opportunity – including Theme Restaurant Project 1.3 Putting a business idea into practice	1.3 Putting a business idea into practice	1.4 Making the business effective	1.5 Understanding external influences on business Revision and exam practice	End of Year 10 exams Introduction to Year 11 and Theme 2
Crucial Learning Content - topics	1.1.1 The dynamic nature of business 1.1.2 Risk and reward 1.1.3 The role of business enterprise 1.2.1 Customer needs 1.2.2 Market research 1.2.3 Market segmentation	1.2.4 The competitive environment Research / practical project on developing a themed restaurant using skills and knowledge from 1.1 and 1.2 1.3.1 Business aims and objectives 1.3.2 Business revenues, costs and profits	1.3.2 Business revenues, costs and profits - BE 1.3.3 Cash and cash flow 1.3.4 Sources of business finance 1.4.1 The options for start-up and small business 1.4.2 Business location	1.4.2 Business location 1.4.3 The marketing mix 1.4.4 Business plans 1.5.1 Business stakeholders 1.5.2 Technology and business 1.5.3 Legislation and business	1.5.4 The economy and business 1.5.5 External influences	2.2 Making Marketing Decisions 2.2.1 Product 2.2.2 Price 2.2.3 promotion



Year Group: 11 Theme 2; Building a Business

Year 11 – Theme 2 overview	Theme 2 examines how a business develops beyond the start-up phase. It focuses on the key business concepts, issues and decisions used to grow a business, with emphasis on aspects of marketing, operations, finance and human resources. Theme 2 also considers the impact of the wider world on the decisions a business makes as it grows. In this theme, students will be introduced to national and global business contexts and will develop an understanding of how these contexts impact business behaviour and decisions. National contexts build on those in Theme 1 and relate to businesses operating in more than one location or across the UK. Global contexts relate to non-UK or transnational businesses.					
Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Unit	2.2 Making marketing decisions (continued from Year 10) 2.1 Growing the Business	2.1 Growing the Business and 2.4 Making financial decisions	Mocks – 1st two weeks of Jan 2.3 Making operational decisions	2.5 Making human resource decisions	Revision and exam technique Study leave Examinations	Examinations
Crucial Learning Content - topics	2.2.2 Price 2.2.5 Using the marketing mix to make business decisions 2.1.1 Business Growth 2.1.2 Changes in Business aims and objectives 2.1.3 Business and Globalisation	2.1.4 Ethics, the environment and business 2.4.1 Business calculations 2.4.2 Understanding business performance	2.3.1 Business operations 2.3.2 Working with suppliers 2.3.3 Managing quality 2.3.4 The sales process	2.5.1 Organisational structures 2.5.2 Effective recruitment 2.5.3 Effective training and development 2.5.4 Motivation	Revision of core concepts and exam technique across Theme 1 and Theme 2 to allow for confidence in final summer exams	

