Subject: GCSE Business (Unit 1 and Unit 2) **Year Group: 10**

Term One:

1.1 Spotting a business opportunity
What is a business, customer needs, market research, market mapping, competition, adding value, franchises vs. sole traders

1.2 Showing Enterprise
What is enterprise, thinking creatively, questions entrepreneurs ask, invention and innovation, other important enterprise skills

Term Two:

1.3 Putting a business idea into practice
Objectives when starting up, estimating costs, revenues and profits, forecasting cashflow, obtaining finance

1.4 Making the start up effective
Customer focus, importance of limited liability, the marketing mix, start up legal and tax issues, recruitment, training and motivating staff

Term Three:

1.5 Understanding the economic context
Market supply and demand, interest rates, exchange rates, business cycles, stakeholders

Unit 2 – Controlled Assessment (worth 25% of GCSE grade)

Subject: GCSE Business (Unit 3) **Year Group: 11**

Term One:

3.1 Marketing
market research, product trail and repeat purchase, product life cycle, Boston matrix, branding, differentiation and marketing mix

3.2 Meeting Customer Needs
Design and research development, stock controls, quality assurance vs quality control, consumer protection laws

Term Two:

3.3 Effective Financial Management

Improving cashflow, improving profit, break even, financing growth

3.4 Effective People Management

Organisational structures, motivation theory, communication, remuneration

Term Three:

3.5 The wider world affecting business

Business ethics, environmental issues, economic issues, the government and the EU

Revision and preparation for unit 1 (25%) exam and unit 3 (50%) exams to be sat in May/Jun