

Curriculum Intent:

The principal aim of GCSE Business Studies is to help pupils develop an understanding of how the world of business works and how managers make decision including in relation to suppliers, competitors, consumers, employees and the economic cycle; business finance and basics of accounting.

Year 10	Autumn	Autumn and Spring	Spring and Summer	Summer
Content & Knowledge	Business in the Real World	Influences on Business	Business Operations & Human resources	Marketing
	The purpose and nature of business Business ownership Setting business aims and objectives Stakeholders Business location Business planning Expanding a business	Technology Ethical and environmental considerations The economic climate on business Globalisation Legislation Competitive environment	Production Processes The role of procurement The concept of quality Good customer service HR Organisational structures Recruitment and selection of employees Motivating employees Training	Identifying and understanding customers Segmentation The purpose and methods of market research
Skills	This syllabus aims to develop students' knowledge of key areas of businesses and business decision making. To do this pupils will learn to analyse and evaluate case studies across all topics in all units.			
	AO1 Understanding of key words and business terminology	AO2 Application, explaining case studies in context	AO3 Analysing and evaluating case studies in context	

Year 11	Autumn	Autumn and spring	Spring and Summer	Exam season
Content & Knowledge	Marketing	Finance	Revision	May half term
	Elements of the marketing mix The Boston Matrix The product life cycle HT revision session plus one Saturday revision session	Sources of finance Cash flow Break Even Analysis Financial terms and calculations (Average Rate of Return; Gross and Net Profit Margins) Analysing the financial performance of business (statements of financial account) HT revision session plus one Saturday revision session	All topics revised using an active revision workbook Two HT / Easter revision sessions plus one Saturday revision session	Key skills for 6, 9 and 12 mark questions
Skills	This syllabus aims to develop students' knowledge of key areas of businesses and business decision making. To do this pupils will learn to analyse and evaluate case studies across all topics in all units. Pupils will also develop key business maths skills.			
	AO1 Understanding of key words and business terminology	AO2 Application, explaining case studies in context	AO3 Analysing and evaluating case studies in context	