

GCSE BUSINESS (9-1) COURSE PLAN

	Year 10	Year 11
AUTUMN	<p>1.1 Enterprise and entrepreneurship 1.1.1 The dynamic nature of business 1.1.2 Risk and reward 1.1.3 The role of business enterprise <i>1.1 Unit Test</i></p> <p>1.2 Spotting a business opportunity 1.2.1 Customer needs 1.2.2 Market research 1.2.3 Market segmentation</p>	<p>2.2 Making marketing decisions 2.2.1 Product 2.2.2 Price 2.2.3 Promotion 2.2.4 Place 2.2.5 Using the marketing mix to make business decisions <i>2.2 Unit test</i></p> <p>2.3 Making operational decisions 2.3.1 Business operations 2.3.2 Working with suppliers 2.3.3 Managing quality 2.3.4 The sales process <i>2.3 Unit test</i></p>
	<p>1.2.4 The competitive environment <i>1.2 Unit Test</i></p> <p>1.3 Putting a business idea into practice 1.3.1 Business aims and objectives 1.3.2 Business revenues, costs and profits 1.3.3 Cash and cash-flow 1.3.4 Sources of business finance <i>1.3 Unit test</i></p>	<p>2.4 Making financial decisions 2.4.1 Business calculations 2.4.2 Understanding business performance <i>2.4 Unit test</i></p>
SPRING	<p>1.4 Making the business effective 1.4.1 The options for start-up and small businesses 1.4.2 Business location 1.4.3 The marketing mix 1.4.4 Business plans <i>1.4 Unit test</i></p>	<p>2.5 Making human resource decisions 2.5.1 Organisational structures 2.5.2 Effective recruitment 2.5.3 Effective training and development 2.5.4 Motivation <i>2.5 Unit test</i></p>
	<p>1.5 Understanding external influences on businesses 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 <i>1.5 Unit Test</i></p>	Revision
SUMMER	<p>2.1 Growing the business 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 <i>2.1 Unit Test</i></p>	Revision GCSE Exams
	<p>Revision End of Year exam</p>	