GCSE Business Curriculum

Key Stage 3 - Prior Knowledge

In Key Stage 3 you will have started to explore the design business:

- Entrepreneurship
- Risk
- Creativity
- Target market
- Product life cycle
- Sustainability

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
10	**THEME 1.1: Enterprise and Entrepreneurship:** Risk and reward Aims & Objectives Location Stakeholders Ownership Buying a franchise	**THEME 1.2: Spotting a Business Opportunity:** Customer needs Market Research Segmentation and Market mapping Introduction to the marketing Mix	**THEME 1.3: Putting a Business Idea into Practice:** Business Plans Competitive Environment	**THEME 1.4: Making the Business Effective:** Sources of finance Costs Revenues and Profits Break Even Analysis Cash Flow Forecasting	**THEME 1.5: Understanding External Influences on Businesses:** The economy Technology Legislation	**THEME 1 Mastery**
11	**THEME 2.1: Growing a Business:** Objectives for growing business Business Ethics Ownership Franchising for growth Globalisation	**THEME 2.2: Making Marketing Decisions:** Product Decision Price Decision Place Decision Promotion	**THEME 2.3: Making Product Decisions:** Production Lean Production Quality Working with Suppliers Customer Service	**THEME 2.5: Making Human Resource Decisions:** Organisational Structure Recruitment and Selection Training Motivation	**THEME 2.4: Making Financial Decisions:** Sources of Finance Profitability—Financial Documents Profitability—Analysing Business Performance (ratio analysis)	**THEME 2 Mastery**

	Foundations of Business
	Marketing
	Operations
	Finance
	HR
	External Environment