



Business GCSE Curriculum Intent: Start to End Point Mapping – Curriculum Sequence Grids



Year 10	Term 1	Term 2	Term 3
Unit(s) – As outlined in 39 week plans	GCSE Business – <ul style="list-style-type: none"> Introduction to Business 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 1.2.3 Market segmentation (part) 1.2.4 The competitive environment 1.3.1 Business aims and objectives 1.3.2 Business revenues, costs and profits (part) 	<ul style="list-style-type: none"> 1.3.2 Business revenues, costs and profits (part) 1.3.3 Cash and cash-flow 1.3.4 Sources of business finance 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 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 	<ul style="list-style-type: none"> 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 2.2.1 Product 2.2.2 Price 2.2.3 Promotion 2.2.4 Place 2.2.5 Using the marketing mix to make business decisions
Key Retainable Knowledge & Skills	<ul style="list-style-type: none"> Difference between goods & services Reasons why & processes of new ideas emerging Risks & rewards linked to enterprise The role of enterprise What customer needs are & the importance of identifying them Purpose & methods of market research How businesses segment markets & why. Benefits & limitations of market segmentation Market mapping How businesses compete with each other Impact of competition on decision making Business aims & objectives: financial vs non-financial, why they differ between businesses Introduction to costs. 	<ul style="list-style-type: none"> Revenues, costs & profit Break-even Cash & cash flow Sources of business finance Forms of ownership implications of limited & unlimited liability The advantages & disadvantages of franchising Location factors Marketing mix elements Business plans Impact of stakeholders on business Conflicts between stakeholders Types of technology How technology influences business The purpose of legislation The impact of legislation on businesses Impact of economic climate on businesses 	<ul style="list-style-type: none"> Methods of business growth: Internal vs External Becoming a plc Sources of finance for growing businesses Changing business aims & objectives Globalisation Imports/Exports Changing locations trade tariffs: trade blocs Impact of ethics & environment Marketing Mix: Product: Design mix: product lifecycle Pricing strategies promotion strategies promotional mix Distribution methods/channels Using the marketing mix to build competitive advantage
Key Technical Vocabulary	Stakeholder Shareholders, Profit, Payment terms, Ethics, Conflict, Real-time, Cookies, Legislation, Induction, Comply, Minimum wage, Discrimination, Levy Gross profit, Tax, Bank of England, interest rates, exchange rates, inflation, unemployment, Enterprise ,entrepreneur, dynamic, obsolete, risk, reward, opportunity cost adding value, primary &secondary research, sampling. Market segmentation, demographic. Segmentation by age, gender, occupation, lifestyle, income, Market map, competition, competitor, survival, growth, market share, fixed variable & total costs	Revenue, contribution, break-even point, margin of safety, profit, cash, cash flow, credit, insolvent, trade credit, overdraft, loan, share capital, shareholder, venture capital, retained profit, crowdfunding, limited/unlimited liability, sole trader, partnership, private limited company(ltd), Franchise, franchisee, franchisor, product, price, promotion, place, business plan Segmentation by age, gender, occupation, lifestyle, income, Market map, competition, competitor, survival, growth, market share, fixed variable & total costs	Marketing mix, Aesthetics, Viable, Product portfolio, Economies of scale, Maximise, Unique Selling Point (USP),, Mass market, Generic, Niche market, Discontinued, Emotive language, Medium, Sales promotion, Stock, Viral marketing, E-commerce, M-commerce, Retailing, E-tailing, Mark-up integrated marketing mix ,Private limited company, Public limited company, Stock exchange, shares, dividend, Profit, Payment terms, Ethics, Globalisation, Imports, Exports, tariff, quota, trade bloc
Opportunities for Reading	Tutor2U, BBC Bitesize BBC news website/app	Tutor2U, BBC Bitesize BBC news website/app	Tutor2U, BBC Bitesize BBC news website/app
Developing Cultural Capital	Discussions, case studies used. Linking theory to business world and news stories	Discussions, case studies used. Linking theory to business world and news stories	Discussions, case studies used. Linking theory to business world and news stories
Cross Curricular Links (Authentic Connections)	Literacy Numeracy	Literacy Numeracy	Literacy Numeracy
Key Assessment	STAR tasks – tests 1-9 mark questions, (AO1, AO2, AO3a, AO3b)	STAR task – tests 1-9 mark questions, (AO1, AO2, AO3a, AO3b) Trial Assessment 1	Star assessment Trial Assessment 2 – Theme 1 full paper

Year 11	Term 1	Term 2	Term 3
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Unit(s) – As outlined in 39 week plans	GCSE Business – <ul style="list-style-type: none"> • 2.3.1 Business operations • 2.3.2 Working with suppliers • 2.3.3 Managing quality • 2.3.4 The sales process • 2.4.1 Business calculations • 2.4.2 Understanding business performance 	<ul style="list-style-type: none"> • 2.5.1 Organisational structures • 2.5.2 Effective recruitment • 2.5.3 Effective training and development • 2.5.4 Motivation 	Revision
Key Retainable Knowledge & Skills	<ul style="list-style-type: none"> • Production processes: job, batch, flow • Impacts of technology • Managing stock: Bar gate stock graphs • Just in time stock control • Quality: quality control vs quality assurance • importance of quality • The sales process • importance of good customer service • Gross profit/margin/Net profit/margin • Organisational structures: Hierarchical & flat 	<ul style="list-style-type: none"> • Organisational structures: Centralised & decentralised • Effective communication • Part time, full time & flexible hours/ Permanent, temporary, & freelance contracts • Job roles & responsibilities • Recruitment methods • Training • Motivation: Financial methods & Non-financial methods 	Revision
Key Technical Vocabulary	Bespoke, Automation, Economies of scale, Downtime Standardised, Cost per unit (average cost), Supply chain management, Procurement, Variable costs, Perishable, Quality mark, Competitive advantage, Transaction Differentiate, Cost of sales, Net/Gross Profit margin Layers, Span of control, Accountability	Jargon, Freelance, Roles, Responsibilities, Salary band, Productivity, Legislation, Motivation, Retain, Autonomy, Job satisfaction,	
Opportunities for Reading	Tutor2U, BBC Bitesize BBC news website/app	Tutor2U, BBC Bitesize BBC news website/app	
Developing Cultural Capital	Discussions, case studies used. Linking theory to business world and news stories	Discussions, case studies used. Linking theory to business world and news stories	
Cross Curricular Links (Authentic Connections)	Literacy Numeracy	Literacy Numeracy	
Key Assessment	STAR tasks – tests 1-12 mark questions, (AO1, AO2, AO3a, AO3b)	Trial X 2 – full past paper1/2	