

# Business GCSE



## Year 10 - Theme one - Investigating Small Business



### Enterprise & Entrepreneurship

The dynamic nature of business



### Spotting a business opportunity

Describe the role of business enterprise

Explain the link between business risk and reward

Assess the competitive environment

### Putting a business idea into practice



Summative Assessment

Explain the purpose of business aims & objectives



Calculate business revenues, costs & profits

### Making the business effective

Advise a business on the most suitable source of business finance

Define cash flow and construct and interpret a cash flow forecast or a business

Plan and discuss the important of Market research

Assess how a business must meet customer Needs

Describe how a business may segment their market

### Understanding external influences on business

Mock examinations

Create a business plan and explain its purpose

Investigate the use of the Marketing mix

Describe the factors of Location

Advise a business and give justification on Start up options & small businesses

SIGN ME UP



Identify Business stakeholders and describe their interest

Discuss the impact of Technology & business

Discuss the impact of Legislation & business

The impact of the economy on business

Year 11



Examine the External influences on business

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## Year 11 - Theme two - Building a Business



### Growing the business

Explain how and why Businesses want growth

Use the marketing mix to make business decisions

Changes in business aims & objectives

Business and globalisation

Ethics, the environment and business



### Making marketing decisions

Designing the Product

Determining the Price

Planning the Promotion

Determining the Place

### Summative Assessment



### Making operational decisions

Manage stock through interpretation of bar gate stock graphs

Business operations

Manage quality through quality control and assurance

Describe the sales process and post sales service.

### Making financial decisions

Calculate gross profit, NET Profit, gross profit margin, NET profit margin & average rate of return.



### Destination information

Interpret quantitative business data to support, inform and justify business decisions.

Explain the limitations of financial information

Create a business plan and explain its purpose

### Making human resource decisions

Explain the recruitment process and how to make it effective

Explain how and why business train and develop employees



### Mock examinations

Identify different organisational structures and when each are appropriate.

### Destination Success



Describe the importance of motivation in the workplace

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