Subject: GCSE Business Studies

Year 10		
	Theme	**Teaching**
1	Introduction to Business	What is a Business?
2	The dynamic nature of business (Theme 1 - Topic 1.1)	Generation of Business ideas and where they come from.
3	The role of business enterprise (Theme 1 - Topic 1.2 & 1.3)	The role of Business Risk & Rewards
4	Identifying & understanding customer needs (Theme 1 - Topic 2.1)	Customer Needs
5	The purpose of Market Research (Theme 1 - Topic 2.2)	Market Research - Primary & Secondary Qualitative & Quantitative Data
6	How businesses use market segmentation to target customers (Theme 1 - Topic 2.3)	Market Segmentation
7	The competitive environment (Theme 1 - Topic 2.4)	Competition
8	What business aims & objectives are (Theme 1 - Topic 3.1)	Aims & Objectives
9	Business revenues, costs and profits (Theme 1 - Topic 3.2)	Financial Calculations Breakeven
10	The importance of cash to a business (Theme 1 - Topic 3.3)	Cash-flow
11	Sources of finance for a start-up or established small business (Theme 1 - Topic 3.4)	Sources of Finance
12	The options for start-up and small businesses (Theme 1 - Topic 4.1)	Liability, Sole traders & Partnerships
13	The options for start-up and small businesses (Theme 1 - Topic 4.1)	Liability, Ltd & Franchises
14	Factors influencing business location (Theme 1 - Topic 4.2)	Business location
15	What the marketing mix is and the importance of each element (Theme 1 - Topic 4.3)	4Ps - Marketing Mix
16	The role and importance of a business plan (Theme 1 - Topic 4.4)	Business Plans
17	Who business stakeholders are & their different objectives (Theme 1 - Topic 5.1)	Stakeholders
18	Different types of technology & how it influences business activity (Theme 1 - Topic 5.2)	Technology
19	Different types of technology & how it influences business activity (Theme 1 - Topic 5.2)	E-commerce / E-tailing

Year 10		
	Theme	**Teaching**
20	The purpose of legislation and business (Theme 1 - Topic 5.3)	Government / Legislation
21	The impact of the economic climate on businesses (Theme 1 - Topic 5.4)	Interest rates
22	The impact of the economic climate on businesses (Theme 1 - Topic 5.4)	Inflation
23	The impact of the economic climate on businesses (Theme 1 - Topic 5.4)	Business Cycle
24	The impact of the economic climate on businesses (Theme 1 - Topic 5.4)	Exchange Rates
25	The importance of external influences on business (Theme 1 - Topic 5.5)	External Factors
26	Investigating small business (Re-cap Theme 1)	Customers
27	Investigating small business (Re-cap Theme 1)	Finances
28	Investigating small business (Re-cap Theme 1)	Planning
29	Investigating small business (Re-cap Theme 1)	Legislation
30	Methods of business growth & their impact (Theme 2 - Topic 1.1)	Business Growth
31	Methods of business growth & their impact (Theme 2 - Topic 1.1)	Economies of Scale
32	Why business aims and objectives change as businesses evolve (Theme 2 - Topic 1.2)	Changes in aims and objectives
33	The role of business enterprise and the purpose of business activit (Theme 2 - Topic 1.3)	International Trade
34	The impact of globalisation on businesses (Theme 2 - Topic 1.3)	Globalisation
35	The impact of globalisation on businesses (Theme 2 - Topic 1.3)	Protectionism
36	Assessment	Theme 1 Mock Exam
37	Assessment	Feedback from Theme 1 Mock Exam
38	Recap	Theme 1
39	Recap	Theme 2

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Year 11		
	Theme	**Teaching**
1	The impact of ethical & environmental considerations in business (Theme 2 - Topic 1.4)	Business Ethics
2	The impact of ethical & environmental considerations in business (Theme 2 - Topic 1.4)	Environmental Issues
3	Understanding product development & making marketing decisions (Theme 2 - Topic 2.1)	Product - Product Life Cycle
4	Understanding product development & making marketing decisions (Theme 2 - Topic 2.1)	Product - Boston Matrix
5	Understanding product development & making marketing decisions (Theme 2 - Topic 2.2)	Pricing Stategies
6	Understanding product development & making marketing decisions (Theme 2 - Topic 2.3)	Promotion
7	Understanding product development & making marketing decisions (Theme 2 - Topic 2.4)	Place
8	Understanding product development & making marketing decisions (Theme 2 - Topic 2.5)	Marketing Mix & Decision Making
9	The purpose of business operations (Theme 2 - Topic 3.1)	Business Operations
10	The purpose of business operations (Theme 2 - Topic 3.1)	Productions Methods
11	Managing stock & the role of procurement (Theme 2 - Topic 3.2)	Stock Control Systems - Trad & JIT
12	Managing stock & the role of procurement (Theme 2 - Topic 3.2)	Working with Suppliers
13	The concept of quality and its importance in production & cost control (Theme 2 - Topic 3.3)	Quality Control vs Quality Assurance
14	Investigating small business (Re-cap Theme 1)	Mock Exam
15	Investigating small business (Re-cap Theme 1)	Mock Exam
16	The concept of quality and its importance in production & cost control (Theme 2 - Topic 3.3)	Improving Quality
17	The sales process & customer service (Theme 2 - Topic 3.4)	Sales Process
18	Making financial decisions using business calculations (Theme 2 - Topic 4.1)	Business Calculations
19	Making financial decisions using business calculations (Theme 2 - Topic 4.1)	Business Calculations

Year 11		
	Theme	**Teaching**
20	Making financial decisions & understanding business performance (Theme 2 - Topic 4.2)	Understanding Business Performance
21	Making financial decisions & understanding business performance (Theme 2 - Topic 4.2)	Understanding Business Performance
22	Making financial decisions (Theme 2 - Topic 4.1-4.2)	Business Calculations
23	Organisational structures, communications & different ways of working (Theme 2 - Topic 5.1)	Organisational Structures
24	Organisational structures, communications & different ways of working (Theme 2 - Topic 5.1)	Organisational Structures
25	Job roles & effective recruitment (Theme 2 - Topic 5.2)	Effective Recruitment
26	Effective training and development (Theme 2 - Topic 5.3)	Training
27	Motivation (Theme 2 - Topic 5.4)	Motivation
28	Motivation (Theme 2 - Topic 5.4)	Motivation
29	Revision Theme 1 & 2	Exam Technique
30	Revision Theme 1 & 2	Walking Talking Mock
31	Revision Theme 1 & 2	Feedback
32	Revision Theme 1 & 2	Revision Strategies
33	Revision Theme 1 & 2	Revision Strategies
34	End of Course	End of Course
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