



KS4 Curriculum Overview - Business GCSE

Your child will learn about core business concepts, and develop their knowledge, skills and understanding of a variety of real organisations during each half term.

| Term | Year 10 | Year 11 |
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| Autumn 1 | Business Activity <ul style="list-style-type: none"> Business Ownership Location Business Growth | Human Resources & Mock Exam <ul style="list-style-type: none"> Recruitment Training Mock exam practice |
| Autumn 2 | Marketing <ul style="list-style-type: none"> Market Research Market Segmentation 4P's of Marketing | Human Resources <ul style="list-style-type: none"> Motivation Organisation Communication & Working Practices |
| Spring 1 | Marketing <ul style="list-style-type: none"> 4 P's of Marketing - price, product, place, promotion | Business Influences & Mock Exam <ul style="list-style-type: none"> Legal Influences Environmental Influences Mock exam practice |
| Spring 2 | Business Operations <ul style="list-style-type: none"> Methods of Production Quality Supply Chain | Business Influences <ul style="list-style-type: none"> Economic Influences Technology, Ethics Global Issues |
| Summer 1 | Business Operations & Finance <ul style="list-style-type: none"> Sales Process, Customer Service Cost, Revenue and Profit Sources of Finance | Revision & Exam Practice <ul style="list-style-type: none"> Revision Past Paper Practice |
| Summer 2 | Finance & Project Work <ul style="list-style-type: none"> Break Even Profit and Loss Cash Flow | GCSE Public Examinations |

Through the study of GCSE Business your child will be expected to develop the following knowledge, skills and understanding:

| Application | Analysis & Evaluation |
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| <ul style="list-style-type: none"> Relating responses to real business scenarios Using data from charts and case studies | <ul style="list-style-type: none"> Explaining advantages and disadvantages Making business decisions |

Parents can support their child by encouraging them to notice the actions taken by real businesses around them, read business news stories, and self-test regularly on key content using the department's revision website.