

Curriculum Overview

Subject: Business Studies

Year Group: 10

Theme 1 of the Edexcel GCSE Business Studies course focuses on the essential concepts, issues, and skills pertinent to establishing and managing a small business. It provides a foundational framework for students to examine core principles through the perspective of an entrepreneur.

In this theme, learners will engage with both local and national business contexts, enhancing their comprehension of how these environments influence business behaviour and decision-making. Local contexts are specifically concerned with small enterprises operating within a singular UK location, whilst national contexts refer to businesses that span multiple locations across the UK.

Students will also explore the interconnected nature of business activities, observing interactions among operations, finance, marketing, and human resources. Additionally, they will investigate the relationship between the business and its operating environment. Understanding these interdependencies is crucial, as they fundamentally inform business decisions. Instructional approaches should align with these principles to foster a holistic understanding.

TERM 1	TERM 2	TERM 3
KNOWLEDGE/SKILLS 1.1.1 Why new business ideas come about 1.1.2 The impact of risk and reward on business activity 1.1.3 The role of business enterprise and the purpose of business activity 1.2.1 Identifying and understanding customer needs 1.2.2 The purpose of market research 1.2.3 How businesses use market segmentation to target customers 1.2.4 Understanding the competitive environment	KNOWLEDGE/SKILLS 1.3.1 What business aims and business objectives are 1.3.2 Business calculations 1.3.3 The importance of cash to a business 1.3.4 Sources of finance 1.4.1 The concept of limited liability 1.4.2 Factors influencing business location 1.4.3 What the marketing mix is and the importance of each element 1.4.4 The role and importance of a business plan	KNOWLEDGE/SKILLS 1.5.1 Who business stakeholders are and their different objectives 1.5.2 Different types of technology used by business 1.5.3 The purpose of legislation 1.5.4 The impact of the economic climate on businesses 1.5.5 The importance of external influences on business Lessons based on analysis of PPEs – focusing on knowledge gaps that have been identified.

<p>KEY ASSESSMENTS In addition to extended writing answers, based on case studies, completed fortnightly;</p> <p>Half Term 1 Assessment will be based on MCQ – this is to allow students to be tested on knowledge and to demonstrate the importance of key terms.</p> <p>Half Term 2 Theme 1.1.1 and 1.1.2 test The tests assess comprehension of essential concepts through exam-style case study questions, evaluating application and critical analysis skills within business contexts.</p>	<p>KEY ASSESSMENTS In addition to extended writing answers completed fortnightly;</p> <p>Half Term 1 Theme 1.1.3 test The tests assess comprehension of essential concepts through exam-style case study questions, evaluating application and critical analysis skills within business contexts.</p> <p>Half Term 2 Theme 1.1.4 test The tests assess comprehension of essential concepts through exam-style case study questions, evaluating application and critical analysis skills within business contexts.</p>	<p>KEY ASSESSMENTS In addition to extended writing answers completed fortnightly;</p> <p>Half Term 1 PPE – full paper 1 This will allow students to complete a full GCSE paper – Sections A, B and C (90 marks available).</p> <p>Half Term 2 Theme 1.1.5 test The tests assess comprehension of essential concepts through exam-style case study questions, evaluating application and critical analysis skills within business contexts.</p>
<p>Extended reading suggestions and external resources:</p> <p>BBC Bitesize GCSE Business Edexcel 9-1 https://www.bbc.co.uk/bitesize/examspecs/z98snbk Please also watch or read the news daily. Podcasts - https://www.podbean.com/podcast-detail/tiept-88a47/Revise---GCSE-Business-Studies-Revision-Podcast</p>		

Curriculum Overview

Subject: Business Studies

Year Group: 11

Theme 2 of the Edexcel GCSE Business Studies framework delves into the progression of a business beyond its initial start-up phase. This theme centres on the essential concepts, issues, and decisions that contribute to business growth, with a particular focus on marketing, operations, finance, and human resources. Additionally, it investigates the influence of the external environment on business decisions as organisations expand.

Students are introduced to both national and global business contexts, enhancing their understanding of how these frameworks affect business behaviour. Building upon concepts established in Theme 1, the national context addresses businesses operating in multiple locations within the UK, while the global context encompasses non-UK and transnational enterprises. Emphasis is placed on the interdependent nature of business activities, highlighting the crucial relationships between various functional areas and their collective impact on business decisions. Instructor methodologies should align with these interconnected elements to facilitate comprehensive learning.

TERM 1	TERM 2	TERM 3
KNOWLEDGE/SKILLS	KNOWLEDGE/SKILLS	KNOWLEDGE/SKILLS
2.1.1 Methods of business growth and their impact	2.3.1 The purpose of business operations	2.5.1 Different organisational structures and when each are appropriate
2.1.2 Why business aims and objectives change as businesses evolve	2.3.2 Managing stock	2.5.2 Different job roles and responsibilities
2.1.3 The impact of globalisation on businesses	2.3.3 The concept of quality and its importance in	2.5.3 How businesses train and develop employees
2.1.4 The impact of ethical and environmental considerations on businesses	2.3.4 The sales process	2.5.4 The importance of motivation in the workplace
2.2.1 Product	2.4.1 Business calculations	
2.2.2 Price	2.4.2 The use and interpretation of quantitative business data to support, inform and justify business decisions	
2.2.3 Promotion		
2.2.4 Place		

<p>2.2.5 How each element of the marketing mix can influence other elements</p>		
<p>KEY ASSESSMENTS In addition to extended writing answers completed fortnightly;</p> <p>Half Term 1 Theme 2.1 test The tests assess comprehension of essential concepts through exam-style case study questions, evaluating application and critical analysis skills within business contexts.</p> <p>PPEs</p> <p>Half Term 2 Theme 2.2 test The tests assess comprehension of essential concepts through exam-style case study questions, evaluating application and critical analysis skills within business contexts.</p>	<p>KEY ASSESSMENTS In addition to extended writing answers completed fortnightly;</p> <p>Half Term 1 Paper 1 and Paper 2 PPEs</p> <p>Half Term 2 Theme 2.3 test The tests assess comprehension of essential concepts through exam-style case study questions, evaluating application and critical analysis skills within business contexts.</p>	<p>KEY ASSESSMENTS</p> <p>Exam papers practised in class</p>
<p>Extended reading suggestions and external resources:</p> <p>BBC Bitesize GCSE Business Edexcel 9-1 https://www.bbc.co.uk/bitesize/examspecs/z98snbk Please also watch or read the news daily. Podcasts - https://www.podbean.com/podcast-detail/tiept-88a47/Revise---GCSE-Business-Studies-Revision-Podcast</p>		