



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
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
<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.