



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 - Business Ownership - Location - Business Growth	Human Resources & Mock Exam - Recruitment - Training - Mock exam practice
Autumn 2	Marketing - Market Research - Market Segmentation 4P's of Marketing	Human Resources - Motivation - Organisation - Communication & Working Practices
Spring 1	Marketing 4 Ps of Marketing - price, product, place, promotion	Business Influences & Mock Exam - Legal Influences - Environmental Influences - Mock exam practice
Spring 2	Business Operations - Methods of Production - Quality - Supply Chain	Business Influences - Economic Influences - Technology, Ethics - Global Issues
Summer 1	Business Operations & Finance - Sales Process, Customer Service - Cost, Revenue and Profit - Sources of Finance	Revision & Exam Practice - Revision - Past Paper Practice
Summer 2	Finance & Project Work - 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
- Relating responses to real business scenarios - Using data from charts and case studies	- 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.