

Business is a GCSE option therefore only delivered at Key Stage 4.



SCAN HERE FOR LINKS TO MORE DETAILED CURRICULUM INFORMATION.

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Investigating Small Businesses

Students will focus on:
looking at the role of enterprise and entrepreneurship, risk and reward, how to spot a business opportunity through customer need, market research and the competitive environment.

Putting an Effective Idea into Practice

Students will focus on:
looking at aims and objectives, revenues, cost and profit, break-even and sources of business finance, liability and ownership, franchising, location, the marketing mix and business plans.

Understanding External Influences on Business

Students will focus on:
looking at business stakeholders, technology and business, legislation and business and the economy of business and external influences.

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Growing a Business and Making Marketing Decisions

Students will focus on:
looking at business growth, financial growth, changes in aims and objectives, globalisation, international trade, ethics and the environment, examining a product, its life cycle, price, promotion, place and using the marketing mix to make business decisions.

Making Operational and Financial Decisions

Students will focus on:
looking at business operations, bar chart stock graphs, working with suppliers, managing quality and the sales process, calculating gross and net profit, average rate of return and understanding business performance.

Making Human Resource Decisions

Students will focus on:
looking at organisational structures, different ways of working, effective recruitment, effective training and development and motivation.