



Years 10 and 11 GCSE Business –Edexcel GCSE specification

Year 10	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Big ideas/ topics	Enterprise and entrepreneurship	Spotting a business opportunity	Putting a business idea into practice	Making the business effective	Understanding external influences on business	Understanding external influences on business
Key Knowledge	<p>Why new business ideas come about</p> <p>How new business ideas come about</p> <p>The impact of risk and reward on business activity</p> <p>The role of business enterprise and the purpose of business activity</p>	<p>Identifying and understanding customer needs</p> <p>The purpose of market research</p> <p>Methods of market research</p> <p>The use of data in market research</p> <p>How businesses use market segmentation to target customers</p> <p>Understanding the competitive environment</p>	<p>What business aims and business objectives are</p> <p>The concept and calculation of:</p> <ul style="list-style-type: none"> Revenue Fixed and variable costs Total costs Profit and loss Interest Break even level of output Margin of safety <p>The importance of cash to a business</p> <p>Sources of finance for a start-up or established small business</p>	<p>The concept of limited liability</p> <p>The types of business ownership for start-ups</p> <p>The option of starting up and running a franchise operation</p> <p>Factors influencing business location</p> <p>What the marketing mix is and the importance of each element</p> <p>The role and importance of a business plan</p> <p>The purpose of planning business activity</p>	<p>Who business stakeholders are and their different objectives</p> <p>Stakeholders and businesses</p> <p>Different types of technology used by business</p> <p>How technology influences business activity</p> <p>The purpose of legislation</p> <p>The impact of legislation on businesses</p>	<p>The impact of the economic climate on businesses:</p> <ul style="list-style-type: none"> unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates <p>The importance of external influences on business:</p> <ul style="list-style-type: none"> Possible responses by the business to changes in: technology, legislation, the economic climate
Year 11	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Big ideas/ topics	Growing the business	Making marketing decisions	Making product decisions	Making financial decisions	Making people decisions	Revision and Final Exams



<p>Key Knowledge</p>	<p>Methods of business growth and their impact</p> <p>The types of business ownership for growing businesses</p> <p>Why business aims and objectives change as businesses evolve</p> <p>How business aims and objectives change as businesses evolve</p> <p>The impact of globalisation on businesses</p> <p>Barriers to international trade</p> <p>The impact of ethical and environmental considerations on businesses</p>	<p>The design mix</p> <p>The product life cycle</p> <p>The importance to a business of differentiating a product/service</p> <p>Price</p> <p>Promotion</p> <p>Place</p> <p>How each element of the marketing mix can influence other elements</p> <p>Using the marketing mix to build competitive advantage</p> <p>How an integrated marketing mix can influence competitive advantage</p>	<p>The purpose of business operations</p> <p>Production processes</p> <p>Impacts of technology on production</p> <p>Managing stock</p> <p>The role of procurement</p> <p>The concept of quality and its importance</p> <p>The sales process</p> <p>The importance to businesses of providing good customer service</p>	<p>The concept and calculation of:</p> <ul style="list-style-type: none"> Gross profit Net profit <p>Calculation and interpretation of:</p> <ul style="list-style-type: none"> Gross profit margin Net profit margin Average rate of return <p>The use and interpretation of quantitative business data to support, inform and justify business decisions</p> <p>The use and limitation of financial information</p>	<p>Different organisational structures and when each are appropriate</p> <p>The importance of effective communication</p> <p>Different ways of working</p> <p>Different job roles and responsibilities</p> <p>How businesses recruit people</p> <p>How businesses train and develop employees</p> <p>Why businesses train and develop employees</p> <p>The importance of motivation in the workplace</p> <p>How businesses motivate employees</p>	
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Further information and reading list

- Our GCSE examination board is Edexcel
- Revision guide: ISBN 9781782946908 CGP GCSE Business Edexcel revision Guide (provided to all students)
- BBC Bitesize Business: <https://www.bbc.co.uk/bitesize/examspecs/z98snbk>
- Bizconsesh GCSE YouTube channel: <https://www.youtube.com/@Bizconsesh>
- Revision World <https://revisionworld.com/gcse-revision/business-studies>



Ways to support and extend student learning in this subject

- Some past papers are available to download from the Edexcel website
- Encourage students to attend the extra scheduled revision sessions.
- Revision cards are very useful for knowledge. These can be created by the student or you can purchase pre-printed flash cards.
- Find opportunities to discuss current topical issues.
- Encourage students to create case study fact file sheets or mind-maps.