

Grace Academy Coventry

Curriculum Map 2024/26 - GCSE Business - Year 10

Dates	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Focus	1.1/1.2	1.2/1.3	1.3/1.4	1.4/1.5	1.5	2.1
Key Knowledge	1.1.1. The dynamic nature of business 1.1.2 Risk and reward 1.1.3 The role of business enterprise 1.2.1 Customer needs	1.2.2 Market research 1.2.3 Market segmentation 1.2.4 The competitive environment 1.3.1 Business aims and objectives	1.3.2 Business revenues, costs and profits 1.3.3 Cash and cash-flow 1.3.4 Sources of business finance	1.4.1 The options for start-up and small businesses 1.4.2 Business location 1.4.3 The marketing mix 1.4.4 Business plans 1.5.1 Business stakeholders	1.5.2 Technology and business. 1.5.3 Legislation and business 1.5.4 The economy and business 1.5.5 External influences	2.1.1 Business growth 2.1.2 Changes in business aims and objectives
Key Skills	Develop an understanding of how these contexts impact on business behaviour - Use business terminology to identify and explain business activity	Calculations and interpretations in a business context, including: <ul style="list-style-type: none"> • percentages and percentage changes • averages • revenue, costs and profit • break even • cash-flow forecasts, 	Apply knowledge and understanding to different business contexts. These include businesses ranging from small enterprises to large multinationals and businesses operating in local,	Apply knowledge and understanding different business contexts. These include businesses ranging from small enterprises to large multinationals and businesses operating in local, national and global contexts	Apply knowledge and understanding different business contexts. These include businesses ranging from small enterprises to large multinationals and businesses operating in local, national and global contexts	Investigate, analyse and evaluate business opportunities and issues

	- Apply business concepts to familiar and unfamiliar contexts.	including total costs, total revenue and net cash flow	national and global contexts			
Individual Tasks/ Assessments	End of Topic Exam Questions Multiple-choice questions - Short-answer questions - Extended-writing questions.	End of Topic Exam Questions Multiple-choice questions - Short-answer questions - Extended-writing questions.	End of Topic Exam Questions Multiple-choice questions - Short-answer questions - Extended-writing questions.	End of Topic Exam Questions Multiple-choice questions - Short-answer questions - Extended-writing questions.	End of Topic Exam Questions Multiple-choice questions - Short-answer questions - Extended-writing questions.	End of Topic Exam Questions Multiple-choice questions - Short-answer questions - Extended-writing questions.
End point	<p>Why 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>Types of 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</p> <p>Interpretation of break-even diagrams</p> <p>The importance of cash to a business</p> <p>Calculation and interpretation of cash-flow forecasts</p> <p>Sources of finance for a start-up or established small business</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>How the elements of the marketing mix work together</p> <p>The role and importance of a</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>Consequences of meeting and not meeting these obligations</p> <p>The impact of the economic climate on businesses</p>	<p>Methods of business growth and their impact</p> <p>internal (organic) growth</p> <p>external (inorganic) growth</p> <p>The types of business ownership for growing businesses:</p> <p>public limited company (plc)</p> <p>Sources of finance for growing and established businesses</p> <p>Why business aims and objectives change as</p>

				<p>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>The importance of external influences on business</p> <p>Possible responses by the business to changes in: technology, legislation, the economic climate</p>	<p>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>How businesses compete internationally</p> <p>changing the marketing mix to compete internationally.</p>
--	--	--	--	--	---	--

<p>Link to A Level</p>	<p>A level Business Theme 1 Marketing and people - Dynamic markets / Market research and Market positioning</p>	<p>A level Business Theme 2 Managing a business activity : Revenue, costs and Profits / Break even and Cash Flow forecasts</p>	<p>A level Business Theme 2 - Managing a Business (sources of finance and Competitive markets)</p>	<p>A level Business Theme 1 Marketing and people/ Theme 2 Managing a Business : Business failure and success</p>	<p>A level Business Theme 2 - Managing a Business: economic uncertainties</p>	<p>A level Business - Theme 3 Business growth</p>
------------------------	---	--	--	--	---	---

USEFUL RESOURCES / GUIDANCE:

<https://www.tutor2u.net/business/blog/gcse-igcse-businss-studies-revision-notes-master-listing>

<https://www.bbc.co.uk/bitesize/examspecs/z98snbk>

<https://ondemand.tutor2u.net/students/edexcel-gcse-business-catch-up-2021>

<https://qualifications.pearson.com/content/dam/pdf/GCSE/Business/2017/teaching-and-learning-materials/GCSE-9-1-business-getting-started-guide.pdf>

Grace Academy Coventry

Curriculum Map 2025/2026 - GCSE Business - Year 11

Dates	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Focus	2.1 Growing the business	2.2. Making Marketing decisions 2.3 Making operational decisions	2.4 Making financial decisions	2.5 Making human resource decisions	Revision and Exam practice	
Key Knowledge	2.1.4 Ethics, the environment and business 2.2.1 Product 2.2.2 Price 2.2.3 Promotion 2.2.4 Place 2.2.5 Using the marketing mix to make business decisions	2.3.1 Business operations 2.3.2 Working with suppliers 2.3.3 Managing quality 2.3.4 The sales process	2.4.1 Business calculations 2.4.2 Understanding business performance 2.5.1 Organisational structures 2.5.2 Effective recruitment	2.5.3 Effective training and development 2.5.4 Motivation	.Revision "Walk and Talk" Mock exam Timed Exam	Exams

<p>Key Skills</p>	<p>Problem-solving and decision-making skills relevant to business</p> <p>Analytical and evaluation skills</p> <p>Quantitative skills calculations in a business context</p> <p>Interpretation and use of quantitative data in business context to support, inform and justify</p> <p>Communication and interpersonal skills</p>	<p>Business calculations The concept and calculation of:</p> <ul style="list-style-type: none"> • gross profit • net profit • 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> <ul style="list-style-type: none"> • information from graphs and charts • financial data • marketing data • market data. 	<p>Problem-solving and decision-making skills relevant to business</p> <p>Analytical and evaluation skills</p> <p>Quantitative skills calculations in a business context</p> <p>Interpretation and use of quantitative data in business context to support, inform and justify</p> <p>Communication and interpersonal skills</p>	<p>Problem-solving and decision making skills relevant to business</p> <p>Analytical and evaluation skills</p> <p>Quantitative skills- calculations in a business context</p> <p>Interpretation and use of quantitative data in business context to support, inform and justify</p> <p>Communication and interpersonal skills</p>	<p>Examination technique to shorter and longer mark questions.</p>	<p>Exams</p>
<p>Assessment</p>	<p>Multiple-choice questions Short-answer questions Extended-writing questions.</p>	<p>Multiple-choice questions Short-answer questions - Extended-writing questions</p>	<p>Multiple-choice questions - Short-answer questions - Extended-writing questions</p>	<p>Multiple-choice questions - Short-answer questions - Extended-writing questions</p>	<p>Multiple-choice questions - Short-answer questions - Extended-writing questions</p>	<p>GCSE papers</p>
<p>End point</p>	<p>The impact of ethical and environmental considerations on businesses</p> <p>The design mix The product life</p>	<p>The purpose of business operations</p> <p>Production processes Impacts of technology on production</p>	<p>The concept and calculations The use and interpretation of quantitative business data to support, inform and justify business decisions</p>	<p>Different organisational structures and when each are appropriate</p> <p>The importance of effective communication</p> <p>Different ways of</p>		

	<p>cycle</p> <p>The importance to a business of differentiating a product/service</p>	<p>The role of procurement</p> <p>The concept of quality and its importance in</p> <p>The importance to businesses of providing good customer service</p>	<p>The use and limitations of financial information</p>	<p>working</p> <p>Different job roles and responsibilities</p> <p>How businesses recruit people</p> <p>How businesses train and develop employees</p> <p>The importance of motivation in the workplace</p> <p>How businesses motivate employees</p>		
<p>Link to A Level</p>	<p>A level Business Theme 1 Marketing and People (The market, Market research and Market positioning)</p>	<p>A level Business 2: Theme 2 managing a Business(Revenue /Costs and Profits)</p>	<p>A level Business Theme 1: Marketing and People-(Recruitment/selectio n)</p>	<p>A level Business Theme 3: Business strategy : (investment appraisal</p>	<p>A level Business Theme 1 , 2 and 3</p>	<p>N/A</p>
<p>USEFUL RESOURCES / GUIDANCE:</p> <p>https://www.tutor2u.net/business/blog/gcse-igcse-business-studies-revision-notes-master-listing</p> <p>https://www.bbc.co.uk/bitesize/examspecs/z98snbk</p> <p>https://ondemand.tutor2u.net/students/edexcel-gcse-business-catch-up-2021</p>						