



Long Term Plan – GCSE Business

Vision: The curriculum is designed to allow students to know and understand business concepts, allowing them to apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national, and global contexts. It aims to enable them to investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced, and structured arguments, demonstrating their depth and breadth of understanding of business. The students will develop and apply quantitative skills relevant to business, including using and interpreting data. The scheme of learning promotes independence, resilience, literacy, and numeracy skills throughout the course.

	HT1	HT2	HT3	HT4	HT5	HT6	Threshold concepts
Year 10	1.0 Business Ownership	1.1 Enterprise & Entrepreneurship	1.2 Spotting a Business Opportunity	1.3 Putting a Business Idea into Practice	1.4 Making the business effective	1.5 understanding external influences on the Business	<p>Students learn about different types of business ownerships along with the advantages and disadvantages of these.</p> <p>Students are introduced to the role of an entrepreneur, the dynamic nature of business in relation to how and why business ideas come about.</p> <p>Students will explore how new and small businesses identify opportunities through understanding customer needs and conducting market research.</p> <p>Students focus on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects.</p> <p>Students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.</p> <p>Students are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders and the economy.</p>
Year 11	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		<p>Students are introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.</p> <p>Students will explore how each element of the marketing mix is managed and used to inform and make business decisions.</p> <p>Students focus on meeting customer needs through the design, supply, quality and sales decisions a business makes.</p> <p>Students will explore the tools a business has to support financial decision making, including ratio analysis and the use and limitation of a range of financial information.</p>



Long Term Plan – GCSE Business

							Students learn how growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity.
--	--	--	--	--	--	--	---

Curriculum Intent

Year 10	Year 11
<p>In Year 10, students develop a foundation in core business knowledge by exploring the key concepts, issues, and skills involved in starting and running a small business. The theme is viewed through the lens of an entrepreneur, focusing on spotting business opportunities, understanding customer needs, and making business decisions. Students are introduced to enterprise, marketing, finance, and the importance of understanding local and national contexts. They examine how businesses operate in a single UK location and how external factors such as competition, economic climate, and legislation can influence decision-making.</p> <p>Throughout the year, students begin to apply knowledge to real-life scenarios, developing essential analytical, evaluative, and decision-making skills in preparation for more complex business concepts in Year 11.</p>	<p>In Year 11, students build on their foundational understanding of business by exploring how businesses grow and operate on a larger scale. They examine the strategies used by established businesses to achieve growth, including internal expansion, mergers, and takeovers. Students consider the challenges and opportunities faced by multinational corporations and analyse how businesses respond to changes in the external environment, such as economic fluctuations, globalisation, and technological advancement. Key themes include marketing decisions, operational strategies, financial decision-making, and human resource planning within local, national, and global contexts. Students will also develop analytical skills through the use of case studies, preparing them to apply their knowledge to real-world business scenarios and exam-style questions.</p>