

EdExcel GCSE Business Learning journey



Curriculum intent: The GCSE Business Studies curriculum aims to inspire and equip students with the essential knowledge, skills, and understanding of the world of business.

Business Themes

Exploring Enterprise

Business Plan

Business Finance

Marketing

Human Resources

Exam Skills

Post 16 next steps:

A Level Business

L3 BTEC Business

T Levels Accountancy

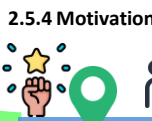
Apprenticeship

Theme 1 external examination
1hr 45 mins

Theme 2 external examination
1hr 45 mins

Final Revision & External Exams

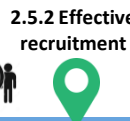
Theme 2 Revision & Mock Exam



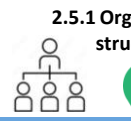
2.5.4 Motivation



2.5.3 Effective training & development



2.5.2 Effective recruitment



2.5.1 Organisational structures



2.4.2 Business performance

2.5 Making human resource decisions

2.2 Making marketing decisions



2.2.3 Promotion



2.2.4 Place



2.2.5 Marketing mix & business decisions



2.3.2 Working with suppliers

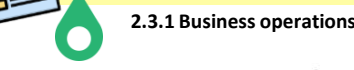


2.3.4 Sales process

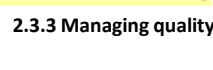


2.4.1 Business calculations

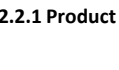
2.3 Making operational decisions



2.3.1 Business operations



2.3.3 Managing quality



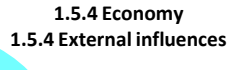
2.2.1 Product



2.1.4 Ethics



2.1.2 Changes in business aims & objectives

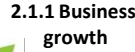


1.5.4 Economy & External influences

2.1 Growing the business



2.1.3 Business globalisation



2.1.1 Business growth

Year 11

1.4 Making the business effective



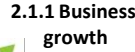
1.4.3 Marketing mix



1.4.4 Business plans



2.1.3 Business globalisation



2.1.1 Business growth



1.5.1 Business stakeholders



1.5.3 Legislation

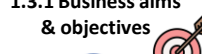
Theme 1 Revision & Mock Exam



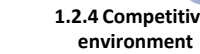
1.4.1 Options for start up & small businesses



1.3.3 Cash & cash-flow



1.3.1 Business aims & objectives



1.5.2 Technology



1.2.4 Competitive environment

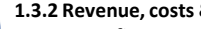


1.2.3 Market segmentation

1.3 Putting a business idea into practice



1.3.4 Sources of business finance



1.3.2 Revenue, costs & profits



1.2.2 Market research

Year 10

Year 10

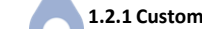
1.1 Enterprise and entrepreneurship



1.1.2 Risk and reward



1.1.3 Dynamic nature of business



1.2.1 Customer needs

2.4 Making financial decisions

1.5 Understanding external influences

1.2 Spotting a business opportunity