# Curriculum Map

## Business GCSE

### Year 11

**Making Marketing Decisions**
Pricing Products, Promoting a business, Distribution, Marketing Mix

**Making Financial Decisions**
Business Calculations, Understanding Business Performance, Trends, Organisational Structures,

**Exam Information**
Two exams constitute 100% of final grade
- Theme 1 exam
- Theme 2 exam

**Making Operational Decisions**
Productivity and Production, Managing Stock, Procurement and Suppliers, Quality Management, Sales Process

**Making People Decisions**
Communication, Working Contracts, Recruitment, Training and Development, Motivation

**Next Steps**
A-level Business and Economics. These skills will be useful for you whatever path you choose to take, from studying other subjects, to setting up your own business to working in industry.

### Year 10

**Growing the Business**
Finance for Growth, Changes in aims and Objectives, Globalisation, Ethics, Environment

**Making the business effective**
Franchising, Location, Marketing, Business Plans

**Spotting a Business Opportunity**
Market Research, Segmentation & Mapping, The Competitive Environment

**Understanding External Influences**
Technology, Legislation, Economy, External Influences

**Putting a Business Idea into Practice**
Revenue, Cost and Profit, Cash Flow Forecasting, Sources of Finance

**Enterprise and Entrepeneurship**
New Business Ideas, Risk and Reward, Adding Value, The Role of and Entrepreneur

### Key Stage 3

A variety of subjects are combined into the study elements of the Business GCSE course, including humanities subjects and mathematics, as well as a broader knowledge and understanding of business and current events.