



GCSE Business

Business 01: Business activity, marketing and people

Students are introduced to business concepts and issues concerning the activities of a business. They explore the purpose and role of a business from spotting an opportunity through to the growth of an established business. They also look at the role of marketing and human resources.

Business 02: Operations, finance and influences on business

Students take a closer look at the role of operations and finance in business activity. Operations include production processes, quality of goods and services, customer service, and working with suppliers. Finance covers its role, its sources, costs, profit and loss, cash and cash flow.

They also explore how business responds to external influences, such as ethical and environmental considerations, the economic climate and globalisation, and the interdependent nature of business.

Assessment overview

Component	Marks	Duration	Weighting
Business (01): Business activity, marketing and people	80	1 hour 30 mins	50%
Business (02): Operations, finance and influences on business	80	1 hour 30 mins	50%



Year 1	GCSE Specification
Autumn Term	<p>1.1 The role of business enterprise and entrepreneurship</p> <ul style="list-style-type: none"> • The purpose of business activity and enterprise • Characteristics of an entrepreneur • The concept of risk and reward • Business planning • The purpose of planning business activity • The role, importance and usefulness of a business plan <p>1.3 Business ownership</p> <ul style="list-style-type: none"> • The features of different types of business ownership • The concept of limited liability • The suitability of differing types of ownership in different business contexts <p>1.4 Business aims and objectives</p> <ul style="list-style-type: none"> • The aims and objectives of business • How and why objectives might change as businesses evolve • Why different businesses may have different objectives <p>1.5 Stakeholders in business</p> <ul style="list-style-type: none"> • The roles and objectives of internal and external stakeholder groups • The effect business activity has on stakeholders • The effect stakeholders have on business <p>1.6 Business growth</p> <ul style="list-style-type: none"> • Organic growth • External growth <p>5.3 Revenue, costs, profit and loss</p> <ul style="list-style-type: none"> • The concept of revenue, costs and profit and loss in business and their importance in business decision-making • The different costs in operating a business • Calculation of costs and revenue • Calculation of profit/loss <p>2.1 The role of marketing</p> <ul style="list-style-type: none"> • The purpose of marketing within business <p>2.2 Market research</p> <ul style="list-style-type: none"> • The purpose of market research • Primary research methods • Secondary research sources • How appropriate different methods and sources of market research are for different business purposes • The use and interpretation of qualitative and quantitative data in market research <p>2.3 Market segmentation</p> <ul style="list-style-type: none"> • The use of segmentation to target customers



<p>Spring term</p>	<p>2.4 The marketing mix</p> <ul style="list-style-type: none"> • The four Ps of the marketing mix and their importance <ul style="list-style-type: none"> ○ The product ○ The product - stages of the product life cycle ○ Pricing methods ○ Promotion - point of sale ○ Promotion – advertising ○ Place - distribution of products and services • How the four Ps of the marketing mix work together • The use of the marketing mix to inform and implement business decisions • Interpretation of market data <p>3.1 The role of human resources</p> <ul style="list-style-type: none"> • The purpose of human resources within business <p>3.2 Organisational structures and different ways of working</p> <ul style="list-style-type: none"> • Different organisational structures • The terminology of organisation charts • Why businesses have different organisational structures • Ways of working <p>3.3 Communication in business</p> <ul style="list-style-type: none"> • Ways of communicating in a business context • The importance of business communications • The influence of digital communication on business activity <p>3.4 Recruitment and selection</p> <ul style="list-style-type: none"> • Why businesses recruit • The use of different recruitment methods to meet different business needs • Methods of selection
<p>Summer term</p>	<p>3.5 Motivation and retention</p> <ul style="list-style-type: none"> • Financial methods of motivation • Non-financial methods of motivation • The importance of employee motivation • The importance of employee retention <p>3.6 Training and development</p> <ul style="list-style-type: none"> • Different training methods • Why businesses train their workers • Staff development • The benefits to employees and businesses of staff development <p>3.7 Employment law</p> <ul style="list-style-type: none"> • The impact of current legislation on recruitment and employment <p>4.1 Production processes</p> <ul style="list-style-type: none"> • Different production processes and their impact on businesses • The influence of technology on production and the impact on businesses <p>4.2 Quality of goods and services</p> <ul style="list-style-type: none"> • The concept of quality • Methods of ensuring quality • The important of quality in both the production of products and the provision of services



Year 2	GCSE Specification
Autumn term	<p>4.3 The sales process and customer service</p> <ul style="list-style-type: none"> • Methods of selling • The influence of e-commerce on business activity • The importance to a business of good customer service including after-sales service • The contribution of product knowledge and customer engagement to good customer service <p>4.4 Consumer law</p> <ul style="list-style-type: none"> • The impact of consumer law on businesses <p>4.5 Business location</p> <ul style="list-style-type: none"> • Factors influencing business location <p>4.6 Working with suppliers</p> <ul style="list-style-type: none"> • The role of procurement • The impact of logistical and supply decisions on businesses <p>5.1 The role of the finance function</p> <ul style="list-style-type: none"> • The purpose of the finance function • The influence of the finance function on business activity <p>5.2 Sources of finance</p> <ul style="list-style-type: none"> • The reasons businesses need finance • Ways of raising finance • How and why different sources of finance are suitable for new and established businesses <p>5.3 Revenue, costs, profit and loss</p> <ul style="list-style-type: none"> • The concept of revenue, costs and profit and loss in business and their importance in business decision-making • The different costs in operating a business • Calculation of costs and revenue • Calculation of profit/loss • Calculation and interpretation of profitability ratios • Calculation and interpretation of average rate of return
Spring term	<p>5.4 Break-even</p> <ul style="list-style-type: none"> • The concept of break-even • Simple calculation of break-even quantity • The usefulness of break-even in business decision making <p>5.5 Cash and cash flow</p> <ul style="list-style-type: none"> • The importance of cash to a business • The difference between cash and profit • The usefulness of cash flow forecasting to a business • Completion of cash flow forecasts <p>6.1 Ethical and environmental considerations</p> <ul style="list-style-type: none"> • Ethical considerations and their impact on businesses • Environmental considerations and their impact on businesses <p>6.2 The economic climate</p> <ul style="list-style-type: none"> • The economic climate and its impact on businesses



6.3 Globalisation

- The concept of globalisation
- The impact of globalisation on businesses

7. The interdependent nature of business

- the interdependent nature of business operations, finance, marketing and human resources within a business context
- how these interdependencies underpin business decision-making
- the impact of risk and reward on business activity
- the use of financial information in measuring and understanding business performance and decision-making