

Faculty: Business & IT
Subject Area: Business



GCSE – BUSINESS YEAR 10



Enterprise & Entrepreneurship

- The dynamic nature of business
- Risk and reward
- The role of business enterprise
- The role of an entrepreneur
- Entrepreneurial skills and characteristics

Spotting a Business Opportunity

- Customer needs: price, quality, choice, and convenience.
- Market research: Purpose; Primary & Secondary research methods
- Qualitative V Quantitative data
- Market segmentation: age, gender, income, location, and lifestyle.
- The Competitive environment: competitors strengths & weaknesses

Putting a Business Idea into Practice:

- Business Aims & Objectives: Financial objectives & Non-financial objectives:
- Business Revenues, Costs & Profits
- Interest
- Cash & Cash Flow
- Sources of Business Finance: Internal & External
- Break-Even Analysis: Break even; Margin of safety and impact of changing costs & revenues

Making the Business Effective

- Forms of ownership: Sole trader, Partnerships & Private Limited Companies (Ltd)
- Business Location
- The Marketing Mix (4Ps)
- Product: Design mix, differentiation
- Pricing strategies
- Promotional methods
- Place: Distribution channels, logistics
- Business Plans

External Influences

- Business Stakeholders: Internal & External
- Technology and Business
- Legislation: Consumer protection, employment law.
- The Economy: Inflation. Interest rates; Exchange rates. Unemployment.
- PESTLE: Political, Economic, Social, Technological, Legal, and Environmental factors

Business skills for success

- Business knowledge & application
- Analysis & Evaluation
- Calculations
- Clear Communication
- Good exam technique

GCSE – BUSINESS YEAR 11



7

Growing the Business

- Business Growth: Internal (Organic) growth & : External (Inorganic) growth
- Changes in Business Aims and Objectives
- Business and Globalisation
- Business ethics
- Business and the environment

8

Making Marketing Decisions

- Product: Design mix & Product life cycle
- Pricing Strategies
- Promotional Strategies
- Technology in Promotion: Use of digital channels, social media, etc.
- Place : Distribution; Retailers & E-tailers
- Using the Marketing Mix to Make Business Decisions

9

Making Operational Decisions

- Uneven distribution of resources
- Provision of food, water and energy in the UK
- Global energy supply and demand
- Impact of energy insecurity
- Strategies to increase energy supply
- Gas, a non renewable resource
- Sustainable energy use

10

Making Financial Decisions

- Business calculations
- Gross Profit & Net Profit
- Gross Profit Margin & Net Profit Margin
- Average Rate of Return (ARR)
- Using numerical data to understanding business performance

11

Making Human Resource Decisions

- Organisational structures: Hierarchical v Flat; Centralised v Decentralised
- Recruitment: Internal v External ; Recruitment process
- Training and Development: On-the-job, off-the-job, coaching, mentoring.
- Motivation: Financial v Non-financial motivators

12

Revision & Examination

GCSE exams include questions that allow students to demonstrate their ability to: draw together their knowledge, understanding and skills from across the full course of study as well as provide extended responses.

Finance management

- Internal & External Finance
- Liability
- Financial Planning
- Sales Forecasting
- Sales, Revenue & Costs
- Break-even Analysis
- Budgets
- Profit
- Liquidity & Profitability
- Business Failure

Resource management

- Production methods
- Productivity & efficiency
- Capacity utilization
- Importance of quality
- Quality management methods
- Quality management impact
- Importance of stock (inventory)
- Stock control methods

External environment

- Competitive environment
- Economic environment
- Social environment
- Technological environment
- Legal environment
- Environmental factors

Business strategy & Growth

- Corporate aims & mission
- Corporate objectives
- Ansoff, Porter, Boston Matrix
- SWOT & PESTLE
- Growth methods: Organic vs. Inorganic
- Growth: reasons & problems

Decision making

- Strategic vs. Tactical decisions
- Decision-making techniques
- Investment appraisal
- Decision trees
- Critical path analysis (CPA)
- Influences on decision

Competitiveness & Change

- Performance evaluation
- Product/service differentiation
- Reasons for change
- Implementing strategic change
- Organisational culture & change
- Resistance to change & overcoming it



Customer needs & Markets

- Dynamic markets
- Customer needs
- Market research
- Products positioning
- Supply & Demand
- Market forces

Marketing mix & Strategy

- Marketing mix (4Ps)
- Product life cycle
- Branding
- Pricing strategies
- Distribution channels
- Promotional mix
- Market segmentation
- Target market
- Market positioning
- Boston Matrix

People & Entrepreneurs

- Managing people
- Approaches to staffing
- Recruitment, Selection & Training
- Organisational design
- Motivation
- Leadership
- Role of an entrepreneur
- Entrepreneurial motives & characteristics
- Moving from entrepreneur to leader

Globalisation & Global markets

- Growing economies
- International trade & business growth
- Globalisation factors
- Protectionism
- Trading blocs
- Trade prompts
- Country assessment: market & production
- Global mergers/JVs
- Global competitiveness

Global marketing & Companies

- Global marketing
- Adapting 4Ps for global markets
- Global niche markets
- Culture & social factors in global marketing
- MNC nature & characteristics
- MNC impact on economies
- Ethics & controlling MNCs

Revision & Examination

Revision serves to consolidate knowledge and build essential exam skills. Exams will assess both your knowledge and application skills, as well as your ability to analyse causes and effects and make informed evaluations.

