Year 10 GCSE Business

Term One

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Understand how and why businesses come about.	Understand the risk and rewards of business.	Understand the role of business enterprise.	Understand how new and small businesses spot opportunities by understanding customer needs and using market research.	Understand how new and small businesses spot opportunities by understanding customer needs and using market research.	Understand how new and small businesses spot opportunities by understanding customer needs and using market research.
			Identifying and understanding customer needs	Topic 1.2 Market Research 1 & 2	Topic 1.2 The use of data in market research

Term Two

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Topic 1.2 Identifying market segments	Topic 1.2 Market Mapping to identify gaps in the market and competitors.	Topic 1.2 Understanding the competitive environment.	Topic 1.2 Strengths and weaknesses of competitors.	Topic 1.3 Defining business aims and objectives	Profits , Break-even, Break-even level of output
			SWOT Analysis	Topic 1.3 Business revenues and costs	Long and Short Term Finance

Term Three

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Topic 1.3 Go through the exam and set targets.	Topic 1.4 Factors influencing business location.	Topic 1.4 The marketing mix and the importance of each element.	Topic 1.4 The role and importance of a business plan.	Topic 1.4 Assessment	Topic 1.5 Different types of technology used by business.
Topic 1.4 The types of business ownerships for start-ups	Topic 1.4 The impact pf the internet on location decisions		Topic 1.4 Mind Map	Topic 1.5 Business Stakeholders	Topic 1.5 How technology influences business activity.

Term Four

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Topic 1.5 Legislation	Topic 1.5 The impact of the economic climate on businesses	Topic 1.5 The impact of the economic climate on businesses	Topic 1.5 Mind Map	Topic 1.1-1.5 Revision	Topic 1.1-1.5 Revision
			Topic 1.5 Revision PowerPoint		Case Study Exam Practice

Term Five					
Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Topic 2.1 Assessment	Product 2	Price 2	Place	Topic 2.2 assessment	Business operations and technology
Product 1	Price 1	Promotion 1	Integrated Marketing Mix	Business Operations and production- Job, batch and flow.	Working with suppliers
Term Six					
Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Managing stock	The Sales process	Topic 2.3 Revision	Go through Topic 2.3 Assessment		
Managing Quality	Customer Service	Topic 2.3 Assessment	End of Year Revision		