



Curriculum overview Business

NORTHGATE
High School

Key Stage 4 course outline

GCSE Edexcel Business (1BS0)

Year	Autumn Term	Spring Term	Summer Term
10	<p>Enterprise and Entrepreneurship</p> <ul style="list-style-type: none"> • The dynamic nature of business • Risk and reward • The role of business enterprise <p>Spotting a business opportunity</p> <ul style="list-style-type: none"> • Customer needs • Market research • Market segmentation • The competitive environment 	<p>Putting a business idea into practice</p> <ul style="list-style-type: none"> • Business aims and objectives • Business revenues, costs and profits • Cash and cash flow • Sources of business finance <p>Making the business effective</p> <ul style="list-style-type: none"> • The options for start-up and small businesses • Business location • The marketing mix • Business plans 	<p>Understanding external influences on business</p> <ul style="list-style-type: none"> • Business stakeholders • Technology and business • Legislation and business • The economy and business • External influences
11	<p>Growing the business</p> <ul style="list-style-type: none"> • Business growth • Change in business aims and objectives • Business and globalisation • Ethics, the environment and business <p>Making marketing decisions</p> <ul style="list-style-type: none"> • Product • Price • Promotion • Place • Using the marketing mix to make business decisions 	<p>Making operational decisions</p> <ul style="list-style-type: none"> • Business operations • Working with suppliers • Managing quality • The sales process <p>Making financial decisions</p> <ul style="list-style-type: none"> • Business calculations • Understanding business performance <p>Making human resource decisions</p> <ul style="list-style-type: none"> • Organisational structures • Effective recruitment • Effective training and development • Motivation 	<p>Revision and exam technique</p> <ul style="list-style-type: none"> • Knowledge • Application/context • Analysis • Evaluation