

## Edexcel Business Studies Curriculum Map

### Year 10 GCSE Business: Theme 1: Investigating Small Business

Time period	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topics/subtopics	<b>THEME 1</b> <b>1.1 Enterprise and entrepreneurship</b>	<b>THEME 1</b> <b>1.2 Spotting a business opportunity</b>	<b>THEME 1</b> <b>1.3 Putting a business idea into practice</b>	<b>THEME 1</b> <b>1.4 Making the business effective</b>	<b>THEME 1</b> <b>1.5 Understanding external influences on business</b>	<b>THEME2</b> <b>2.1 Growing the Business</b>
Crucial Learning Content	1.1 The dynamic Nature of business 1.2 Risk and reward 1.3 The role of business enterprise	1.2.1 Customer needs 1.2.2 Market research 1.2.3 Market segmentation 1.2.4 The competitive environment	1.3.1 Business aims and objectives 1.3.2 Business revenues, costs and profits 1.3.3 Cash and cash flow 1.3.4 Sources of business finance	1.4.1 The options for start-up and small business 1.4.2 Business location 1.4.3 The marketing mix 1.4.4 Business plans	1.5.1 Business stakeholders 1.5.2 Technology and business 1.5.3 Legislation and business 1.5.4 The economy and business 1.5.5 External influences	2.1.1 Business Growth 2.1.2 Changes in Business aims and objectives 2.1.3 Business and Globalisation 2.1.4 Ethics, the environment and business
Sequence	Students are introduced to the nature and purpose of small business and the risks involved. Characteristics of entrepreneurs are investigated, and the nature of enterprise is demonstrated through practical activities, giving students a broad picture of the nature of commercial activity.	Students move on the investigate different functions of business, with an initial emphasis on the need for the firm to market its products. Market research is investigated and undertaken, giving students the opportunity to develop some analytical and numeric skills.	Student move on to look at the practicalities of finance and financial monitoring, emphasising that entrepreneurial ideas and strategic aims must be back by accurate and up-to-date operational systems.	Further investigation of operational areas is carried out. The concept of risk is revisited and reinforced by looking at ways of reducing risk e.g. limited liability companies.	Finally, students progress form internal considerations to investigating external factors which can cause firms to change strategy. More complex concepts are introduced here such as the role the economic cycle plays in affecting business activity and strategy.	The start of Theme 2. Students further their knowledge of business aims and objectives learned in 1.3.1 by considering how these change over time and with changing external factors

<b>Assessment</b>	Exam Question Practice Vocabulary Assessment End of 1.1 topic assessment	Current Exam Question Practice Current Vocabulary Assessment Historic Exam Question Practice Overall Vocabulary Assessment End of 1.2 topic assessment	Current Exam Question Practice Current Vocabulary Assessment Historic Exam Question Practice Overall Vocabulary Assessment End of 1.3 topic assessment	Current Exam Question Practice Current Vocabulary Assessment Historic Exam Question Practice Overall Vocabulary Assessment End of 1.4 topic assessment	Current Exam Question Practice Current Vocabulary Assessment Historic Exam Question Practice Overall Vocabulary Assessment End of 1.5 topic assessment FULL THEME 1 MOCK PAPER DURING Y10 MOCKS	Current Exam Question Practice Current Vocabulary Assessment Historic Exam Question Practice Overall Vocabulary Assessment End of 2.1 topic assessment
<b>Outcome/ Assessment</b>	<p>The assessment is 1 hour and 45 minutes. The assessment is out of 90 marks. Questions will relate to the content that appears in Theme 1 and students may draw on underpinning knowledge and understanding developed through Theme 2 as appropriate. The paper is divided into three sections-</p> <ul style="list-style-type: none"> <li>• Section A: 35 marks</li> <li>• Section B: 30 marks</li> <li>• Section C: 25 marks.</li> </ul> <p>The paper will consist of calculations, multiple-choice, short-answer and extended-writing questions. Questions in Sections B and C will be based on business contexts given in a Source Booklet.</p>					

### Year 11 GCSE Business: Theme 2: Building a Business

Time period	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<b>Topics/subtopics</b>	<b>THEME 2</b> <b>2.2 Making marketing decisions</b>	<b>THEME 2</b> <b>2.3 Making operational decisions</b> <b>2.4 Making financial decisions</b>	<b>THEME 2</b> <b>2.5 Making human resource decisions</b>	REVISION AND PREPARATION FOR SUMMER EXAM SERIES		

<p><b>Crucial Learning Content</b></p>	<p>2.2.1 Product 2.2.2 Price 2.2.3 Promotion 2.2.4 Place 2.2.5 Using the marketing mix to make business decisions</p>	<p>2.3.1 Business operations 2.3.2 Working with suppliers 2.3.3 Managing quality 2.3.4 The sales process 2.4.1 Business calculations 2.4.2 Understanding business performance</p>	<p>2.5.1 Organisational structures 2.5.2 Effective recruitment 2.5.3 Effective training and development 2.5.4 Motivation</p>	<p>SENECA used to support and fill gaps in knowledge. Exam question technique and focus. Walking and talking mocks</p>
<p><b>Sequence</b></p>	<p>The marketing knowledge gained in 1.4.3 is expanded upon by investigating each of the elements of the marketing mix in greater detail. In particular, students will investigate how different changes to the marketing mix can affect other elements.</p>	<p>The material here builds on learning in 1.3. Operational processes involved in holding stocks, or not, are investigated and different systems evaluated. The notion of 'quality' and how to control for this in whole organisations is studied. Further work on 1.3 is carried out with students investigating more complex calculations such as gross and net profit ratios. Investment appraisal is also introduced via the Average Rate of Return.</p>	<p>Students investigate and evaluate different corporate structures and evaluate this in terms of how it promotes business success. The Human Resources function is also studied, including an analysis and evaluation of different ways of motivating workers.</p>	

<b>Assessment</b>	Current Exam Question Practice Current Vocabulary Assessment Historic (T2) Exam Question Practice Historic (T1) Exam Question Practice Overall Vocabulary Assessment End of 2.2 topic assessment FULL THEME 1 MOCK PAPER IN YEAR 11 WINDOW 1	Current Exam Question Practice Current Vocabulary Assessment Historic (T2) Exam Question Practice Historic (T1) Exam Question Practice Overall Vocabulary Assessment End of 2.3/2.4 topic assessment	Current Exam Question Practice Current Vocabulary Assessment Historic (T2) Exam Question Practice Historic (T1) Exam Question Practice Overall Vocabulary Assessment End of 2. topic assessment FULL THEME 2 MOCK PAPER 2	
<b>Outcome/ Assessment</b>	<p>The assessment is 1 hour and 45 minutes.          The assessment is out of 90 marks.          Questions will relate to the content that appears in Theme 1 and students may draw on underpinning knowledge and understanding developed through Theme 2 as appropriate.          The paper is divided into three sections-</p> <ul style="list-style-type: none"> <li>• Section A: 35 marks</li> <li>• Section B: 30 marks</li> <li>• Section C: 25 marks.</li> </ul> <p>The paper will consist of calculations, multiple-choice, short-answer and extended-writing questions.          Questions in Sections B and C will be based on business contexts given in a Source Booklet.</p>			

**USEFUL RESOURCES / GUIDANCE:**

<https://www.bbc.co.uk/bitesize/examspecs/z98snbk>

<https://ondemand.tutor2u.net/students/edexcel-gcse-business-catch-up-2021>

<https://qualifications.pearson.com/content/dam/pdf/GCSE/Business/2017/teaching-and-learning-materials/GCSE-9-1-business-getting-started-guide.pdf>