

GCSE Business Curriculum Map

| Month | week number | Edexcel 9-1 GCSE Business - Yr 10 | Edexcel 9-1 GCSE Business - Yr 11 |
|------------------------|-------------|---|--|
| Sept | 1 | 1.1.1 The dynamic nature of business - first task to create a business name, consider branding and present it to the class | 2.1.1 Business growth |
| | 2 | 1.1.1 The dynamic nature of business | 2.1.1 Business growth |
| | 3 | 1.1.1 The dynamic nature of business - designing lolly pop sticks | 2.1.2 Changes in business aims and objectives |
| Oct | 4 | 1.1.2 Risk and reward | 2.1.3 Business and globalisation - the trading game |
| | 5 | 1.1.3 The role of business enterprise - designing smoothies and lollypop sticks to be used as part of questioning technique | 2.1.3 Business and globalisation |
| | 6 | 1.2.1 Customer needs | 2.1.4 Ethics, the environment and business |
| | 7 | 1.2.2 Market research - conducting questionnaire on the 6th formers / other year group | 2.1.4 Ethics, the environment and business |
| | 8 | End of unit test / marked/ embedding | Revision |
| Half Term | | | |
| Nov | 1 | 1.2.2 Market research - walkers crisps personal interview | School calendared test/ test marked/ embedding |
| | 2 | 1.2.3 Market segmentation - profiling customers + class | 2.2.1 Product |
| | 3 | 1.2.3 Market segmentation - designing cereal boxes | 2.2.1 Product |
| Dec | 4 | 1.2.4 The competitive environment - Dragons den SWOT analysis | 2.2.2 Price |
| | 5 | 1.4.4 Business plans - Dragons den project | 2.2.2 Price |
| | 6 | 1.4.4 Business plans - Dragons den project | 2.2.3 Promotion |
| | 7 | School calendared test/ test marked/ embedding | Revisiting exam lessons |
| Christmas Break | | | |
| Jan | 1 | 1.3.1 Business aims and objectives | 2.2.4 Place |
| | 2 | 1.3.2 Business revenues, costs and profits | 2.2.5 Using the marketing mix to make business decisions |

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| | 3 | 1.3.2 Business revenues, costs and profits | 2.4.1 Business calculations |
| Enterprise Event | 4 | 1.3.2 Business revenues, costs and profits - Making chatter boxes | 2.4.1 Business calculations |
| Feb | 5 | End of unit test / marked/ embedding | End of unit test / marked/ embedding |
| Half Term | | | |
| Feb | 1 | 1.3.3 Cash and cash-flow | 2.4.2 Understanding business performance |
| Mar | 2 | 1.3.3 Cash and cash-flow | 2.4.2 Understanding business performance |
| | 3 | 1.3.3 Cash and cash-flow - Making Foldables | 2.5.1 Organisational structures |
| | 4 | 1.3.4 Sources of business finance | 2.5.1 Organisational structures |
| | 5 | 1.3.4 Sources of business finance | 2.5.1 Organisational structures + communication |
| April | 6 | School calendared test/ test marked/ embedding | School calendared test/ test marked/ embedding |
| Easter Break (2 week) | | | |
| Easter Break (2 week) | | | |
| April | 1 | 1.4.1 The options for start-up and small businesses | 2.5.2 Effective recruitment - focus on individual career path - researching job descriptions, writing cv, mock interview |
| | 2 | 1.4.1 The options for start-up and small businesses | 2.5.2 Effective recruitment - focus on individual career path - researching job descriptions, writing cv, mock interview |
| May | 3 | 1.4.2 Business location | 2.5.3 Effective training and development |
| | 4 | 1.4.3 The marketing mix | 2.5.4 Motivation |
| | 5 | 1.4.3 The marketing mix | Revison and exam practice |
| | 6 | End of unit test / marked/ embedding | exams |
| Half Term | | | |
| June | 1 | 1.5.1 Business stakeholders | exams |
| | 2 | 1.5.2 Technology and business | |
| | 3 | 1.5.3 Legislation and business | |
| July | 4 | 1.5.4 The economy and business | |
| | 5 | 1.5.4 The economy and business | |
| | 6 | 1.5.5 External influences | |
| activities week | 7 | Work experience | |