

1.2.4 The competitive environment

Curriculum overview - KS4 GCSE Business

Year 10					
Module 1	Module 2	Module 3	Module 4	Module 5	Module 6
1.1.1 The dynamic nature of business 1.1.2 Risk and reward 1.1.3 The role of business enterprise 1.2.1 Customer needs 1.2.2 Market research 1.2.3 Market segmentation	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 businesses 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 globalization 2.1.4 Ethics, the environment and business 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 2.3.1 Business operations 2.3.2 Working with suppliers
1.1 Enterprise and entrepreneurship 1.2 Spotting a business opportunity	1.2 Spotting a business opportunity 1.3 Putting a business idea into practice	1.3 Putting a business idea into practice 1.4 Making the business effective	1.5 Understanding external influences on business 2.1 Growing the business	2.2 Making marketing decisions	2.2 Making marketing decisions 2.3 Making operational decisions

Year 11

Module 1	Module 2	Module 3	Module 4	Module 5	Module 6
2.3.3 Managing quality 2.3.4 The sales process 2.4.1 Business calculations 2.4.2 Understanding business performance	2.5.1 Organisational structures 2.5.2 Effective recruitment 2.5.3 Effective training and development 2.5.4 Motivation				
2.3 Making operational decisions 2.4 Making financial decisions	2.5 Making human resource decisions				