



“A business has to be involving, it has to be fun, and it has to exercise your creative instincts.” **Richard Branson**

Subject Head: Pete Imeson
Eduqas

Contact: pimeson@farmors.gloucs.sch.uk **Exam board:** GCSE Edexcel; A Level

There are currently approximately 5.6 million private sector businesses in the UK. This includes a wide range of types of organisations from individual plumbers, through technology start-ups to the large multinational companies whose brands are household names. These businesses have a huge impact on our lives, whether it is because we are employees, or customers or through their impact on the UK's economy. Business studies examines the way these businesses operate including how new businesses are set up, how they deal with finance, marketing and their workers and how they are affected by factors outside their control such as the economy and competition.

Why study business?

To be relevantly connected. To be part of the global generation. Whether you are planning to enter fashion or finance, or something in-between business studies can open a world of possibilities for you - to set yourself up for any future imaginable.



	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Year 10	Topic 1.1 The dynamic nature of business Risk and reward The role of business enterprise	Topic 1.2 Customer needs Market research Market segmentation The competitive environment	Topic 1.3 Business aims and objectives Revenue, costs and profit Cash and cash flow Sources of business finance	Topic 1.4 The options for start-up and small business Business location The marketing mix Business plans	Topic 1.5 Stakeholders Technology and business Legislation and business The economy and business	Topic 2.1 Growing the business Business growth Changes in business aims Business and globalisation
Year 11	Topic 2.4 Business calculations Understanding business performance	Topic 2.2 Making marketing decisions Product Price Promotion Place Using the marketing mix to make business decisions	Topic 2.3 Making operational decisions Business operations Working with suppliers Managing quality The sales process	Topic 2.5 Making human resource decisions Organisational structures Effective recruitment Effective training and development Motivation	Exam preparation	

GCSE exam board: AQA



	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Year 12	Business opportunities: Markets Business structure, stakeholders, location	Business functions: Marketing Budgeting Sources of finance Cash flow Income statements and profit margins	Business functions: Human resources Operations management	Business functions: Human resources Operations management	Business functions: Human resources Operations management Public sector	Assessing financial and non-financial performance Data analysis
Year 13	Assessing financial and non-financial performance Investment appraisal Special orders Market analysis Sales forecasting	Political, economic, social, technological factors (PEST) Aims and objectives Strategy	Organic and inorganic growth Franchising Rationalisation, relocation and outsourcing Decision making Critical path analysis	International trade and trading blocs Globalisation Cost/benefit analysis Managing change	The European Union Risk management	