

**Year 10 – Those who
started business
Sept 2022**

GCSE Business Learning Journey – Year 10

6. Finance



A level / BTEC

Paper 1

Year 11

Paper 2 Paper 1

5. Marketing



3. Operations



Year 10

4. Human Resources

Year 9 - Enterprise Challenges

- Coffee Cup Challenge
- Theme Park Challenge



2. Influences on business



Year 9

1. Business in the real world





Assessment Grade

End of topic assessment

Business Influences



Diseconomies of scale



Economies of scale



External growth



Internal growth



3.1.7 Expanding a business



Basic financial calculations



Basic financial terms



Problems of business planning



Purpose of business planning



3.1.6 Business planning



Locating abroad



Factors influencing location



3.1.5 Business location



Stakeholder conflict



Stakeholders



3.1.4 Stakeholders



Measuring success



Sole traders and partnerships



Limited companies



Not-for-profit organisations



3.1.3 Setting business aims and objectives



Aims and objectives



Changing aims and objectives



3.1.2 Business ownership



Dynamic nature of business



Objectives of an entrepreneur



Enterprise and entrepreneurs



3.1.1 The purpose and nature of business

Purpose of business



Goods, services, needs and wants



Factors of production



Business in the real world



Target Grade

Key

- Teaching Topic
- Assessment Point

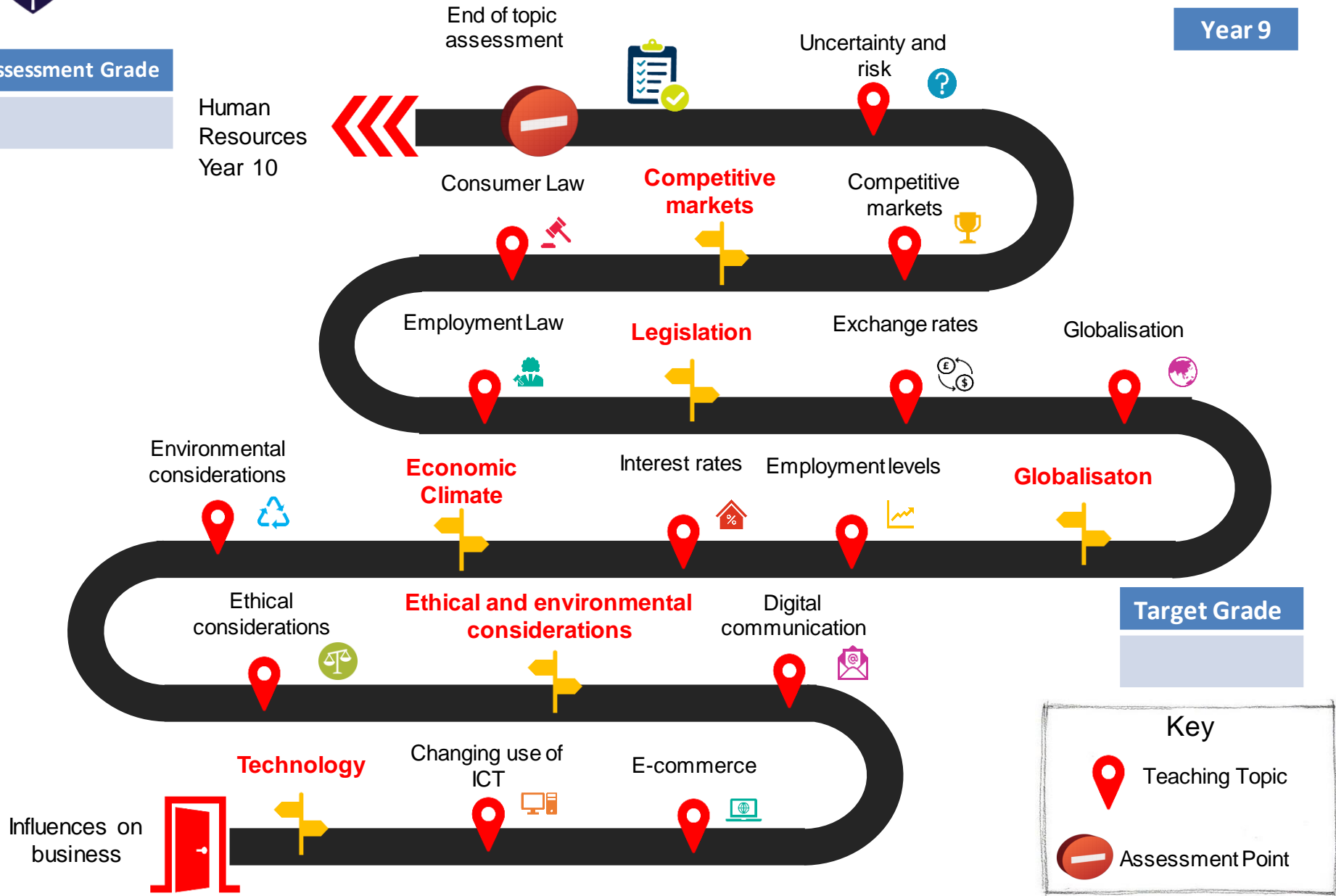


Influences on business

Year 9

Assessment Grade

Human Resources Year 10





Operations

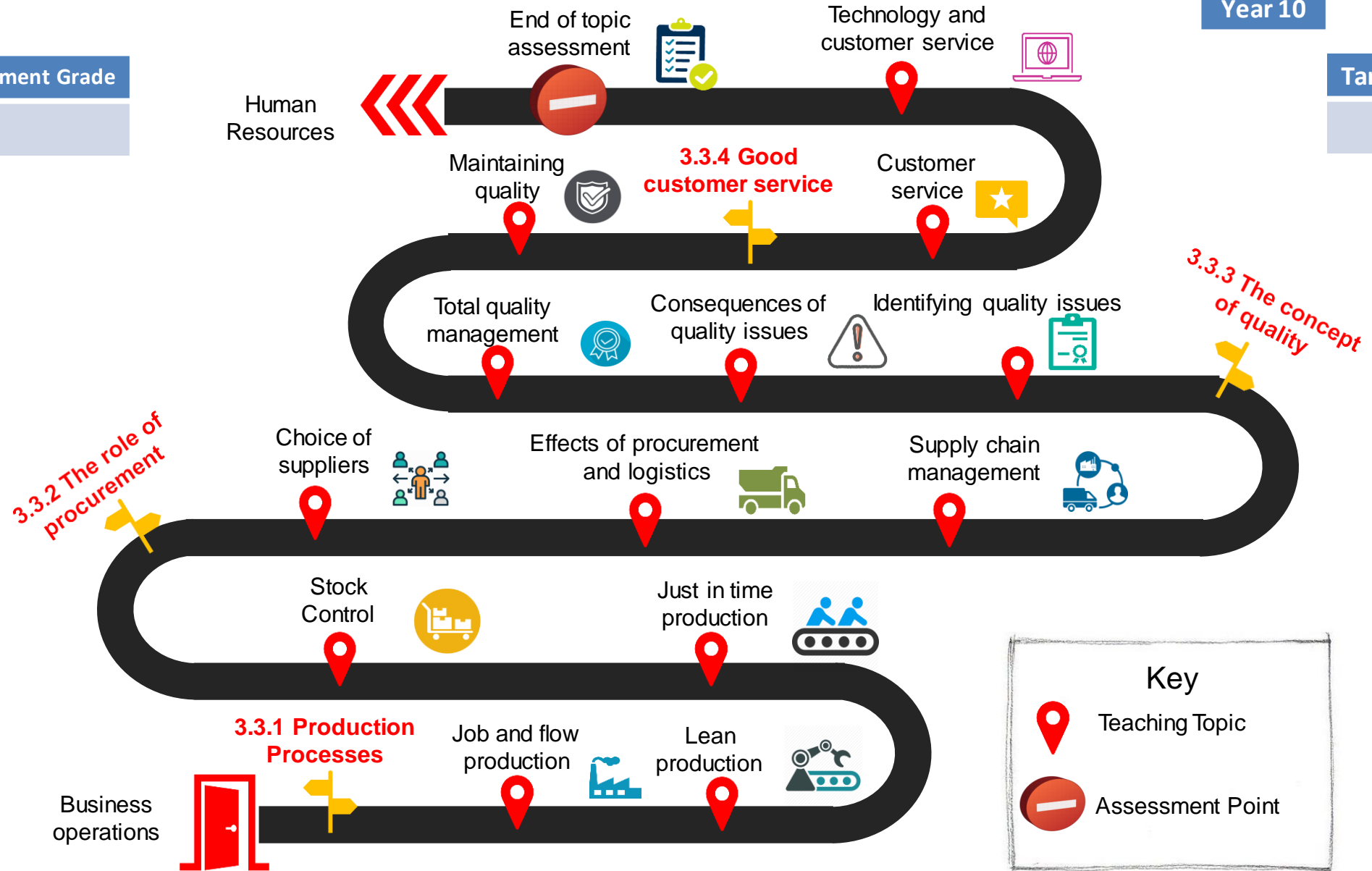
Year 10

Target Grade

Assessment Grade

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Key

- Teaching Topic
- Assessment Point



Human Resources

Assessment Grade

Year 10

Marketing



End of topic assessment



Types of training



Importance of training



3.4.4 Training

Non-financial methods of motivation (1)



Non-financial methods of motivation (2)



Financial methods of motivation (2)



Financial methods of motivation (1)



Importance of motivation



3.4.3 Motivating employees

The need for recruitment



Methods of recruitment and selection



Effective recruitment and selection process



Contracts of employment



3.4.2 Recruitment & selection of employees



Centralisation & decentralisation



Appropriateness of organisational structures



3.4.1 Organisational structures



Internal organisational structures



Why businesses use organisational structures



Human Resources



Target Grade

Key



Teaching Topic



Assessment Point



Marketing

Year 10

Assessment Grade

Finance

End of topic assessment

Integrated marketing mix

E-commerce and m-commerce

Distribution channels

Factors that influence promotion



Product differentiation

Product life-cycle

Boston Matrix

What is promotion?

Use of advertising

Promotional methods

Importance of product design

Developing new products

Relationship between price and demand

Factors that influence pricing

Competitive pricing, loss leader and cost plus pricing

Benefits and drawbacks of market research

Qualitative and quantitative market research

Market size and market share

3.5.4 Elements of the marketing mix

Price skimming and price penetration

Secondary market research

Primary market research

Purpose of market research

3.5.3 Purpose and methods of market research

Why businesses use segmentation

Target Grade

3.5.1 Identifying and understanding customers

Identifying and satisfying customer needs

3.5.2 Segmentation

Methods of segmentation

Marketing

Key

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