



# GCSE Business Learning Journey



Entry to YEAR 12  
L3 BTEC or A  
levels

Self  
reflection

Links to  
personal career  
development

Motivation: I will learn  
how businesses can  
motivate their workers



Effective recruitment: I will  
learn about different job roles +  
how businesses recruit workers

2.5 Making people  
decisions

Exams

SUCCESS COMES  
FROM  
HARDWORK

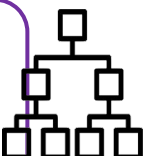
Tutor2U – Y11  
Grade Booster  
Workshop  
(9-1)



Effective training  
and development: I  
will learn how  
businesses can train  
their workers



Organisational  
structures: I will learn  
about business  
structures,  
communication +  
different ways to work



Understanding  
business  
performance:  
Interpreting  
data



Numeracy

Interpreting  
graphs and  
charts

Making  
conclusions

2.3 Making product  
decisions

Working with suppliers: I  
will learn about managing  
stock + working with  
suppliers

The sales process: I will  
learn the importance of  
providing good customer  
service

2.4 Making financial  
decisions

Business calculations: I  
will learn how to calculate  
financial ratios

Assessing  
different  
options

Open

Building  
links

Using the marketing  
mix to make business  
decisions: Linking  
product, promotion,  
price + place  
together



Business operations: I will  
learn different methods  
businesses can use to  
produce their products



Managing quality: I will  
learn how business check  
products for good quality



Place: I will learn the  
different ways to  
distribute products to  
customers

Price: I will learn the different  
pricing strategies businesses  
can use for a product

Topic 2.2 Making  
marketing decisions

Business and globalisation: I  
will learn about being a  
global business + the  
barriers to international  
trade



Business growth: I will  
learn about the ways  
businesses can grow

Analysing  
and  
Evaluation

Topic 2.1 Growing  
the business

Analysing  
and  
Evaluation



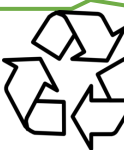
Technology and business: I  
will learn about different  
types of technology and  
how it influences business  
activity



The economy and  
business: I will learn how  
key economic factors can  
affect businesses



Ethics, the environment and  
business: I will learn how  
business impacts the  
environment + ethical issues



Critical  
thinking

YEAR  
11



Topic 1.5  
Understanding  
external influences  
on business

Business stakeholders: I will  
learn who stakeholders are  
and their different  
objectives



Legislation and business: I will  
learn how businesses must  
comply with consumer and  
employee laws



External influences: I will  
learn how businesses  
respond to external  
changes



Topic 1.4 Making  
the business  
effective

The options for start-up and  
small businesses: I will learn  
about the legal structures  
available to businesses

Understanding  
Debt

Understanding  
of how to gain  
/ raise finance



Y10 trip to  
Cadbury's world

I will produce a business plan  
to help me prepare for the  
enterprise event

Business plans: I will learn the  
importance of creating a  
business plan

Research  
skills



Business location: I will  
understand the factors to  
consider when a business is  
choosing where to locate

Sources of business  
finance: I will learn the  
different ways that new /  
small business can use to  
raise finance



Numeracy  
Interpreting  
graphs and  
charts

Creative  
thinking

Comparative  
skills

The competitive  
environment: I will learn  
how competition can  
impact businesses and  
their decisions



Topic 1.3 Putting a  
business idea into  
practice

Market segmentation: I will  
learn how businesses use  
segmentation to target their  
customers



Business aims and  
objectives: I will learn the  
different types of aims and  
objectives new businesses  
can have (financial and non  
financial)



Business revenues, costs  
and profits: I will be able  
to make financial business  
calculations

I will be able to  
construct a break  
even graph



Topic 1.1  
Enterprise and  
entrepreneurship

Risk and reward: I  
will learn the risks  
and rewards of  
starting a new  
business



YEAR  
10

STARTING  
BUSINESS

Customer needs: I  
will be able to  
identify the different  
needs that customers  
have to suit a  
business

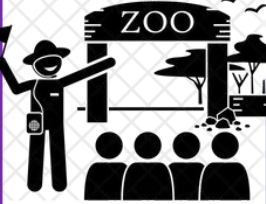


The role of business enterprise:  
I will understand the purpose of  
having a business, the role of  
being an entrepreneur and the  
activities businesses do

The Dynamic  
Nature of Business:  
I will learn why and  
how new business  
ideas come about



Team work



Y10 marketing  
workshop at  
Chester Zoo