



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

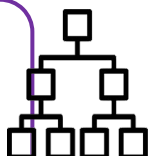
Tutor2U – Y11
Grade Booster
Workshop
(9-1)



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



Analysing
and
Evaluation

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

YEAR
11

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



Changes in business aims and
objectives: I will learn how
aims of a business changes as
it g the business grows



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



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



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 1.5
Understanding
external influences
on business

The marketing mix: I will understand
how a product, it's price, promotion
and place fit together



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

Topic 1.4 Making
the business
effective

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

Understanding
Debt

Understanding
of how to gain
/ raise finance

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



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



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



Numeracy
Interpreting
graphs and
charts

Creative
thinking

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



Market research: I will
learn the different
methods to conduct
market research to help
businesses better
understand their
customers needs

Topic 1.2
Spotting a
business
opportunity



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



Topic 1.1
Enterprise and
entrepreneurship

YEAR
10

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



STARTING
BUSINESS

Team work

