

# 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

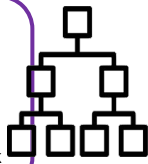
Tutor2U – Y11 Grade Booster Workshop (9-1)



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

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



Building links

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



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

Promotion: I will learn the different ways to promote a business / its product

Product: I will learn how to design a product + the stages it goes through



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

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



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



Y10 trip to Cadbury's world

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

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

Comparative skills

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

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



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

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



I will be able to construct a break even graph

Numeracy Interpreting graphs and charts

Creative thinking

Y10 marketing workshop at Chester Zoo

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

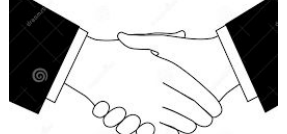
STARTING BUSINESS

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