

GCSE Business Studies 9-1 Curriculum Overview Plan 2021-2023

Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 10					
Unit 1 <i>Business in the real world</i> <i>"Don't tell me you're just like me. You're not like me. I'm unique."</i> Lord Sugar <i>Can anyone set up a successful business?</i> <i>"Starting a business is a lot like jumping out of an airplane and assembling the parachute on the way down."</i> How far is this true?	Unit 1 <i>Business in the real world</i> <i>"It is far better to be alone, than to be in bad company."</i> – Sole Traders vs Partnerships, limited companies <i>"Is shareholder satisfaction the most important driver for a plc?"</i> <i>You can't keep all of the people happy all of the time - how does this saying relate to business?</i>	Unit 2 <i>Influences on business</i> <i>"We're gambling on our vision, and we would rather do that than make "me, too" products. Let some other companies do that. For us, it's always the next dream."</i> <i>—Steve Jobs talking about the first Macintosh computer, January 24, 1984</i> <i>How significant is product design and development in maintaining business success?</i>	Unit 2 <i>Influences on business</i> <i>"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently."</i> <i>Warren Buffett</i> How far do you agree with this statement? <i>"Morals? Sorry - they're an expense my business can't afford" - can a business afford not to be ethical?</i> <i>"Businesses cannot operate in a bubble of excellence."</i> To what extent do you agree with this statement?	Unit 3 <i>Business operations</i> <i>"I won't complain. I just won't come back."</i> <i>Brown & Williamson Tobacco Ad -</i> <i>How important is customer service in a successful business?</i> <i>Procurement is a major technique of state subsidy. -</i> <i>How far do you agree with this statement?</i> <i>"Quality is not an act, it is a habit."</i> <i>"If everyone is moving forward together, then success takes care of itself." ~ Henry Ford</i> <i>How do companies ensure quality occurs in all aspects of the business?</i> <i>"Don't water your weeds" –</i> <i>How did the Japanese showed the rest of the world how to implement this in production after WW2?</i>	Unit 4 <i>Human resources / structures</i> <i>"A leader's job is to look into the future and see the organization, not as it is, but as it should be."</i> <i>How far do you agree with this statement?</i> <i>Training is an expensive and unnecessary business overhead. To what extent do you agree with this statement?</i> <i>Are pay rises the best way to motivate employees?</i> <i>Recruitment is a massive business cost - but done well it is the bedrock of sustainable profits. How can this be the case?</i>
- Purpose of business - Reasons for starting a business - Basic functions and types of business - Business enterprise and entrepreneurship	- Business ownership - Setting business aims and objectives - Stakeholders - Business location - Business planning - Expanding a business	- Technology - The economic climate - Globalisation	- Ethical and environmental considerations - Legislation - Competitive environment	- Production process - Quality - TQM	- Role of procurement - Customer service - Organisational structures - Recruitment and selection of employees

Year 11 Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Unit 4 Human resources <i>"You don't build a business, you build the people who make your business"</i> "Most teams aren't teams at all but merely collections of individual relationships with the boss. Each individual vying with the others for power, prestige and position." Which of these interpretations do you agree with and why? "I never see my boss - it's great!" - Is this a good comment to hear from employees?	Unit 6: Finance <i>"He's a brilliant financial engineer. His record is always the same: cut costs, sell assets. That's terrific, only that's no way to run a retail business."</i> How far do you agree with this statement? <i>"You look after the pennies and the pounds will look after themselves" - how can small financial increments make a difference to business success?</i> Can a business be profitable and declared bankrupt at the same time?	Unit 5 Marketing <i>"Content is fire, social media is gasoline."</i> What is the impact of social media on business and why? <i>"Your brand is what other people say about you when you're not in the room."</i> <i>"If people believe they share values with a company, they will stay loyal to the brand."</i> How marketing is more than just the 4 p's now? <i>Apple have shown the way to do marketing correctly. How far is this true?</i>	Revision	Revision	N/a
• Motivation • Training	• Sources of finance • Cash flow • Financial terms and calculations • Analysing financial performance of a business	• Segmentation • Market research • Marketing mix • Promotion and distribution			•