

BUSINESS IN THE REAL WORLD  
Autumn Term

Year 10

Unit One

LC1

October

MARKETING  
Spring Term

Unit Five

LC2

February

# GCSE Business

Learning Journey

BUSINESS OPERATIONS  
Summer Term Two

LC3

June

Unit Three

Unit Four

HUMAN RESOURCES  
Summer Term One

Year 11

INFLUENCES ON BUSINESS  
Autumn Term

Unit Two

LC4

December

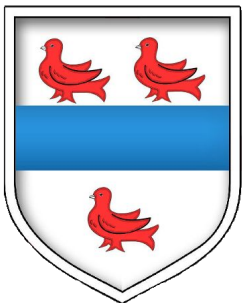
FINANCE  
Spring Term

Unit Six

LC5

February

Exams



# Year 10

Autumn Term

The Purpose and Nature of Business

Setting Business Aims and Objectives

Autumn Term 1

Topic One

Topic Two

Topic Three

Autumn Term 2

Business Ownership

# Unit One

## Business in the Real World

GCSE Business

LC1

October

Topic Five

Business Location

Topic Four

Stakeholders

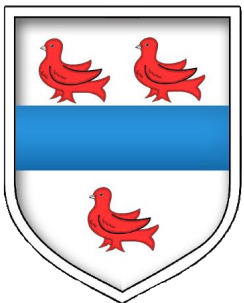
Topic Six

Business Planning

Topic Seven

Expanding a Business

End of Unit Test



# Year 10 Spring Term

Spring Term 1

Identifying and Understanding Customers

Topic One

Topic Two

Segmentation

The Purpose and Methods of Market Research

Topic Three

Spring Term 2

# Unit Five Marketing

GCSE Business

Topic Five

Marketing Mix: Product

Topic Four

Marketing Mix: Price

LC2

February

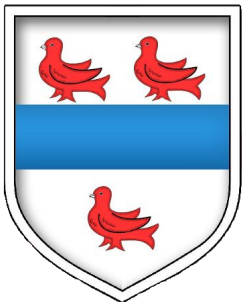
Topic Six

Marketing Mix: Promotion

Topic Seven

Marketing Mix: Place

End of Unit Test



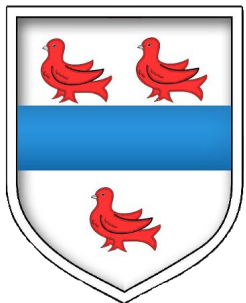
# Year 10 Summer Term



## Unit Four Human Resources

## Unit Three Operations

GCSE Business



# Year 11

*Autumn Term*

Autumn  
Term 1

Technology

Topic  
One

Ethical and  
Environmental  
Considerations

Topic  
Two

## Unit Two Influences on Business

*GCSE Business*

The Economic Climate  
on Businesses

Topic  
Four

Globalisation

Autumn  
Term 2

Topic  
Three

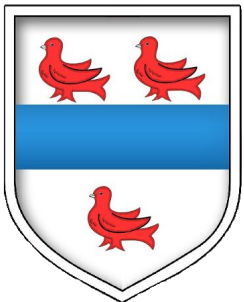
Topic  
Five

Legislation

End of  
Unit  
Test

LC4

*December*



# Year 11

Spring Term



# Unit Six

## Finance

GCSE Business

