



## EPCHS Business Department: Year 10 Programme of Study

*Edexcel GCSE Business Qualification*

Year/Term	Units of Work	Intent
<b>Term 1</b>  Investigating Small Businesses <b><u>Theme 1</u></b>	1.1 Enterprise and Entrepreneurship	<ul style="list-style-type: none"> <li>Understand why new business ideas come about - The impact of risk and reward on business activity and the role of business enterprise and the purpose of business activity.</li> </ul>
	1.2 Spotting a business opportunity	<ul style="list-style-type: none"> <li>Identify and understand customer needs.</li> <li>Importance of identifying and understanding customers.</li> <li>Purpose of market research, role of social media in collecting market research data and importance of the reliability of market research data.</li> <li>Market segmentation, Market mapping and impact of competition on business decision making.</li> </ul>
	1.3 Putting a business idea into practice	<ul style="list-style-type: none"> <li>Business aims and objectives</li> <li>Financial and non-financial aims</li> <li>Revenue/costs calculations including Break-Even</li> <li>Cash Flow analysis</li> <li>Sources of finance</li> </ul>
	1.4 Making the business effective	<ul style="list-style-type: none"> <li>Business forms including franchise operation</li> <li>Factors influencing Business Location</li> </ul>
<b>Term 2</b>	1.4 Making the business effective (cont.)	<ul style="list-style-type: none"> <li>The marketing Mix</li> <li>Importance of Business Plan</li> <li>The purpose of planning business activity</li> </ul>
	Topic 1.5 Understanding external influences on business	<ul style="list-style-type: none"> <li>Business stakeholders, how stakeholders are affected by business activity.</li> <li>Understand different types of technology used by business</li> </ul>
	1.5.3 Legislation and business	<ul style="list-style-type: none"> <li>Purpose of legislation and impact of legislation on businesses.</li> </ul>
	1.5.4 The economy and business	<ul style="list-style-type: none"> <li>Impact of the economic climate on businesses</li> </ul>
	1.5.5 External influences	<ul style="list-style-type: none"> <li>Importance of external influences on business</li> </ul>
<b>Term 3</b>  Building a Business <b><u>Theme 2</u></b>	2.1.1 Business growth	<ul style="list-style-type: none"> <li>Methods of business growth and their impact:</li> </ul>
	2.1.2 Changes in business aims and objectives	<ul style="list-style-type: none"> <li>Sources of finance for growing and established businesses:</li> </ul>
	2.1.3 Business and globalisation	<ul style="list-style-type: none"> <li>impact of globalisation on businesses</li> <li>Barriers to international trade:</li> </ul>
	2.1.4 Ethics, the environment and business	<ul style="list-style-type: none"> <li>The impact of ethical and environmental considerations on businesses</li> </ul>