

		Term 1.1		Term 1.2		
		Week	Unit 1	Week	Unit 1	
Year 10	1 and 2	Introduction to course		1 and 2	Taking a calculated risk	
		What is a Business?			Other important enterprise skills	
		Adding Value Market			Understanding customer needs	
		Business Plans			Market mapping	
		Objectives			Analysing competitor strengths and weaknesses	
	3 and 4	Sectors		3 and 4	Estimating revenues, costs and profits	
		Soletraders and Partnerships			Obtaining finance	
		LTD			Forecasting cash flow	
		Liability			End of topic review	
		Franchises			End of topic review	
	5 and 6	Location		5 and 6	Customer focus	
		Stakeholders			Effective on-time delivery and customer satisfaction	
		End of topic review			The marketing mix	
		End of topic review			Start-up legal and tax issues	
		End of topic review			Recruiting, training and motivating staff	
	7 and 8	What is enterprise?		7	End of topic review	
		Thinking creatively - lateral, blue-sky and deliberate thinking			End of topic review	
		What questions do entrepreneurs ask?			End of topic review	
		The qualities shown by entrepreneurs				
		Invention and innovation				

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Term 2.1		Term 2.2		Term 3.1		Term 3.2	
Week	Unit 1	Week	Unit 2	Week	Unit 2	Week	Unit 2
1 and 2	Market demand and supply	1 and 2	Research Skills	1 and 2	Analysis skills	1 and 2	CAT Practise
	Impact of changes in interest rates on small businesses		Research Skills		Analysis skills		CAT Practise
	Impact of changes in exchange rates		Research Skills		Analysis skills		CAT Practise
	How do business cycles affect small businesses?		Research Skills		Analysis skills		CAT Practise
	What effect do business decisions have on stakeholders?		Research Skills		Analysis skills		CAT Practise
3 and 4	End of topic review	3 and 4	Research Skills	3 and 4	Analysis skills	3 and 4	CAT Practise
	End of topic review		Research Skills		Analysis skills		CAT Practise
	End of topic review		Research Skills		Analysis skills		CAT Practise
	End of topic review		Research Skills		Analysis skills		CAT Practise
	End of topic review		Research Skills		Analysis skills		CAT Practise
5 and 6	Past paper exam practise	5	Research Skills	5 and 6	Evaluation skills	5 and 6	CAT Practise
	Past paper exam practise		Research Skills		Evaluation skills		CAT Practise
	Past paper exam practise				Evaluation skills		CAT Practise
	Past paper exam practise				Evaluation skills		CAT Practise
	Past paper exam practise				Evaluation skills		CAT Practise
				7	Evaluation skills	7	CAT Practise
					Evaluation skills		CAT Practise

		Term 1.1		Term 1.2	
		Week	Unit 2	Week	Unit 3
<b>Year 11</b>	1 and 2	Controlled Assessment		1 and 2	Marketing
		Controlled Assessment			Market research
		Controlled Assessment			Product trial and repeat purchase
		Controlled Assessment			Product life cycle
		Controlled Assessment			Branding and differentiation:
	3 and 4	Controlled Assessment		3 and 4	Building a successful marketing mix
		Controlled Assessment			Design and research development:
		Controlled Assessment			Managing stock and quality
		Controlled Assessment			Cost-effective operations and competitiveness:
		Controlled Assessment			Effective customer service
	5 and 6	Controlled Assessment		5 and 6	End of topic review
		Controlled Assessment			End of topic review
		Controlled Assessment			End of topic review
		Controlled Assessment			End of topic review
		Controlled Assessment			End of topic review
	7 and 8	Controlled Assessment		7	Meeting consumer protection laws
		Controlled Assessment			How to improve cash flow
		Controlled Assessment			How to improve profit
		Controlled Assessment			
		Controlled Assessment			

Business Studies GCSE EdExcel

Term 2.1		Term 2.2		Term 3.1		Term 3.2		
Week	Unit 3	Week		Week		Week		
1 and 2	Break-even charts and break-even analysis	1 and 2	Exam preparation	1 and 2	Exam preparation	1 and 2	EXAM PERIOD	
	Financing growth:		Exam preparation		Exam preparation		EXAM PERIOD	
	Organisational structure		Exam preparation		Exam preparation		EXAM PERIOD	
	Motivation theory		Exam preparation		Exam preparation		EXAM PERIOD	
	Communication		Exam preparation		Exam preparation		EXAM PERIOD	
3 and 4	Remuneration	3 and 4	Exam preparation	3 and 4	Exam preparation	3 and 4	EXAM PERIOD	
	Ethics in business		Exam preparation		Exam preparation		EXAM PERIOD	
	Environmental issues		Exam preparation		Exam preparation		EXAM PERIOD	
	Economic issues affecting international trade		Exam preparation		Exam preparation		EXAM PERIOD	
	The impact of government and the EU		Exam preparation		Exam preparation		EXAM PERIOD	
5 and 6	End of topic review	5	Exam preparation	5 and 6	Exam preparation	5 and 6	EXAM PERIOD	
	End of topic review		Exam preparation		Exam preparation		EXAM PERIOD	
	End of topic review				Exam preparation		Exam preparation	EXAM PERIOD
	End of topic review				Exam preparation		Exam preparation	EXAM PERIOD
	End of topic review				Exam preparation		Exam preparation	EXAM PERIOD
				7	Exam preparation	7	EXAM PERIOD	
					Exam preparation		EXAM PERIOD	