

PEARSON EDEXCEL GCSE BUSINESS LEARNING JOURNEY

Theme 1 in Year 9 • Theme 2 in Year 10 • Review, revision and exam success in Year 11

ENTERPRISE • OPPORTUNITY • DECISION MAKING • PERFORMANCE • SUCCESS

YEAR

9

THEME 1 – INVESTIGATING SMALL BUSINESS

Theme 1 is taught in Year 9.



AUTUMN TERM

- Enterprise and entrepreneurship
- Spotting a business opportunity
- Customer needs
- Market research methods
- Market segmentation



WINTER TERM

- Competitive environment
- Business aims and objectives
- Revenue, costs and profit
- Break-even and margin of safety



SPRING TERM

- Cash flow and cash flow forecasts
- Sources of finance
- Business location
- Marketing mix introduction
- Product and price



SUMMER TERM

- Promotion and place
- Business planning
- Putting a business idea into practice
- Simple exam-style questions
- Consolidation of Theme 1

CORE KNOWLEDGE YOU WILL BUILD



Enterprise



Customers



Finance Basics



Marketing



Planning



Decision Making



Ready for Theme 2!

YEAR

10

THEME 2 – BUILDING A BUSINESS

Theme 2 is taught in Year 10.



AUTUMN TERM

- Growing the business
- Methods of expansion
- Internal and external growth
- Business aims in a growing business
- Organisational structure and recruitment



WINTER TERM

- Motivation and training
- Business operations
- Production processes
- Quality and quality control
- Customer service
- Working with suppliers



SPRING TERM

- Marketing decisions
- Product, price, promotion, place
- Integrated marketing mix
- Role of technology and e-commerce



SUMMER TERM

- Financial decisions
- Gross profit and net profit
- Margins and average rate of return
- Interpreting quantitative data
- Understanding business performance

END OF YEAR 10 MOCK EXAM
Theme 1 + Theme 2 practice

KEY SKILLS YOU WILL DEVELOP



Analysis



Calculation



Interpretation



Evaluation



Application



Communication



Ready for Year 11!

YEAR

11

REVIEW, REVISION & EXAM PREPARATION

Both Theme 1 and Theme 2 are revisited in Year 11.



AUTUMN TERM

- Revisit Theme 1 and Theme 2
- Close knowledge gaps
- Retrieval practice
- Exam skills and command words
- Calculations practice
- Case-study application



WINTER / EARLY SPRING

- Mock exam preparation
- Feedback and intervention
- Improving long-answer technique
- Timing and structure



SPRING / SUMMER

- Full revision programme
- Past papers and exam practice
- Targeted intervention
- Exam readiness
- Confidence building
- Final GCSE examination

SUCCESS IN GCSE BUSINESS

Build confidence
Apply knowledge
Analyse decisions
Evaluate outcomes



WHAT YOU WILL ACHIEVE



Strong business knowledge



Financial confidence



Marketing understanding



Analytical thinking



Exam readiness



Pathways to A Level / BTEC / Apprenticeships



Be Curious.



Think Commercially.



Analyse Carefully.



Achieve Success.