

Holly Lodge Curriculum: Business GCSE

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 7						
Year 8						
Year 9	Induction/Exploring Enterprises - Skills of an entrepreneur - Setting up a new enterprise - Market Research - Business Planning - Costs, revenue and profit - Identifying and understanding customers	Exploring Enterprises - Stakeholders - Marketing Mix - Product - Price - Promotion Place	Planning and Presenting an Enterprise Idea - Plan and prepare a business pitch to include: Company logo and name - Chocolate bar name, shape and ingredients - The cost it takes to make the chocolate bar and pricing - An example of what the chocolate bar will look like in its wrapper Adverts you will use and why – with examples	Planning and Presenting an Enterprise Idea - Apprentice style challenge to include: Target market - What customers need/want from the product - Competition - Branding - Design of product - Packaging Advertisements	Exploring Enterprises - Business opportunity and competition - Business scale - Goods and services Private and public sectors	Exploring Enterprises - Aims and objectives - Business ownership - Co-operatives Business growth
Year 10	Induction/ Business Activity - Enterprise	Business Activity - Ownership	Influences on Business and Marketing	Marketing - Market Research	Marketing and Business Operations - Ethics	Business Operations

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
	<ul style="list-style-type: none"> - Planning - Revenue, Costs and Profit - Goods and Services 	<ul style="list-style-type: none"> - Aims and Objectives - Stakeholders - Location <p>Growth</p>	<ul style="list-style-type: none"> - Globalisation - European Union - Marketing - Identifying Customers 	Marketing Mix	<ul style="list-style-type: none"> - Marketing Plan - Sales Process 	<ul style="list-style-type: none"> - Sales Process <p>Impact of Legislation on Businesses</p>
Year 11	<p>Human Resources</p> <ul style="list-style-type: none"> - Recruitment - Training - Motivation - Organisational Structures - Interdependent Nature of Business 	<p>Influences on Business</p> <ul style="list-style-type: none"> - Technology - Ethical - Environmental - Economic 	<p>Business Operations and Finance</p> <ul style="list-style-type: none"> - Methods of Production - Quality - Supply Chain - Sources of Finance 	<p>Finance</p> <ul style="list-style-type: none"> - Revenues and Costs - Income Statements - Cash Flow - Financial Performance 	Exam Preparation	

Ambition, Opportunity, Community