

BUSINESS

GCSE AQA SPECIFICATION

	Teacher 1 10b & 10d	
Y10 Half Term 1	Business in the real world The purpose and nature of businesses Business ownership Setting business aims and objectives Stakeholders	
Y10 Half Term 2	Business location Business planning Expanding a business Human resources Organisational structures Recruitment and selection of employees	
Y10 Half Term 3	Motivating employees Training	
Y10 Half Term 4	Business operations Production processes The role of procurement The concept of quality	
Y10 Half Term 5	Good customer services	
Y10 Half Term 6	Examination prep and review	
Y11 Half Term 1	Influences on business Technology Ethical and environmental considerations The economic climate on businesses Globalisation Legislation Competitive environment	Marketing Identifying and understanding customers Segmentation The purpose and methods of market research The elements of the marketing mix: price, product, promotion and place (4Ps)
Y11 Half Term 2		The elements of the marketing mix: price, product, promotion and place (4Ps)

BUSINESS**GCSE AQA SPECIFICATION**

Y11 Half Term 3		Finance Sources of finance Cash flow
Y11 Half Term 4		Financial terms and calculations Analysing the financial performance of a business
Y11 Half Term 5	Examination Preparation	Examination Preparation

	Teacher 1 10D	Teacher 2 10D
Y10 Half Term 1	Business in the real world The purpose and nature of businesses Business ownership Setting business aims and objectives Stakeholders Business location Business planning Expanding a business	Business operations Production processes The role of procurement
Y10 Half Term 2		The concept of quality Good customer services
Y10 Half Term 3		Human resources Organisational structures
Y10 Half Term 4		Recruitment and selection of employees Motivating employees
Y10 Half Term 5	Examination prep and review	Training Examination prep and review

BUSINESS**GCSE AQA SPECIFICATION**

Y10 Half Term 6	Influences on business Technology	Marketing Identifying and understanding customers
Y11 Half Term 1	Influences on business Ethical and environmental considerations The economic climate on businesses	Marketing Segmentation The purpose and methods of market research The elements of the marketing mix: price, product, promotion and place (4Ps)
Y11 Half Term 2	Globalisation	The elements of the marketing mix: price, product, promotion and place (4Ps)
Y11 Half Term 3	Legislation	Finance Sources of finance Cash flow
Y11 Half Term 4	Competitive environment	Financial terms and calculations Analysing the financial performance of a business
Y11 Half Term 5	Examination Preparation	Examination Preparation