**Subject: GCSE Business Grades 9-1 (Theme 1) Year Group: 9 & 10**

**Term One:**

**1.1 Enterprise & Entrepreneurship:**

The dynamic nature of business, Risk and Reward, The role of business enterprise

**1.2 Spotting a business opportunity**

Customer needs, Market Research, Market segmentation, the competitive environment

**Term Two:**

**1.3 Putting a business idea into practice**

Objectives when starting up, estimating costs, revenues and profits, forecasting cashflow, obtaining finance

**1.4 Making the start-up effective**

The options for start-up small businesses, Business Location, The Marketing Mix, Business

Plans

**Term Three:**

**1.5 Understanding external influences on Business**

Business Stakeholders, Technology & Business, Legislation and Business, The economy and Business, External Influences

Theme 2

 **2.1 Growing the Business** – Business growth, changes in aims and objectives, business &

globalization, ethics, the environment and business

