



Intent for *Business Studies* Curriculum 2026-2027

'All children will experience an ambitious, well-balanced and comprehensive curriculum that develops intellectual and moral character. As a result, this will improve life chances, inter-personal relationships, social mobility and preparedness for employment. Our curriculum will encourage everyone to have a positive impact on society.'

Term	1a	1b:	2a	2b	3a	3b
Year 10 – GCSE Business Studies Edexcel	Putting a business idea into practice <i>Introduction and overview to small businesses. How and why are small businesses created? Overview of key features of small businesses and recognition that small businesses operate in all economic and geographical areas.</i>	Identifying and understanding customer needs: What customer needs are: price, quality, choice, convenience The importance of identifying and understanding customers: generating sales, business survival	<i>Market research: What is the most important way that the business you have chosen could improve its collection of market research data?</i> <i>Market mapping: How useful is market mapping in helping the business you have chosen to identify the key features of its market?</i>	The concept of limited liability: - Limited and unlimited liability - The implications for the business owner(s) of limited and unlimited liability The types of business ownership for start-ups: - Sole trader, partnership, private limited company - The advantages and disadvantages of each type of business ownership	The role and importance of a business plan: To identify: the business idea; business aims and objectives; target market (market research); forecast revenue, cost and profit; cash-flow forecast; sources of finance; location; marketing mix	<i>Introduction to growing businesses. How and why do businesses grow? Overview of key features of larger businesses and introduction to global businesses.</i>
Year 11 – GCSE Business Studies Edexcel	How each element of the marketing mix can influence other elements Using the marketing mix to build competitive advantage	The concept and calculation of: - Gross profit - Net profit Calculation and interpretation of: - Gross profit margin	Different organisational structures and when each are appropriate: - Hierarchical and flat - Centralised and decentralised	Revision and practice assessment	Revision and practice assessment	.Exam Completed.



	How an integrated marketing mix can influence competitive advantage	• Net profit margin - Average rate of return	The importance of effective communication: • The impact of insufficient or excessive communication on efficiency and motivation • Barriers to effective communication			
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