

Business Studies at Meols Cop

GCSE Business Studies helps students to understand more about businesses in the real world and to enable students to develop as both commercially minded and enterprising individuals. The aim is to ensure students curiosity is nurtured to reflect on a wide range of themes across social, ethical, and moral issues as well as explore the impact of these on the ever changing economic landscape. We aim to broaden their cultural capital and empower them to make informed choices as an entrepreneur, employee and a consumer.

Year 10 GCSE

Autumn Term 1	Spring Term 1	Summer Term 1
1.1: Enterprise and Entrepreneurship - Skills of an entrepreneur - Characteristics of an enterprise	1.3: Putting a Business Idea into Practice - Business Aims and Objectives - Costs, Revenue and Profit - Break Even Analysis - Cash Flow Forecast - Methods of Borrowing	1.5: Understanding External Influences on a Business - Stakeholders and their influence - Legislation - Economic Factors
Autumn Term 2	Spring Term 2	Summer Term 2
1.2: Spotting a Business Opportunity - Market Research - Market Segmentation - Data Analysis	1.4: Making the Business Effective - Business Ownership - Business Location	2.1: Growing the Business - Changing Aims and Objectives - Business Growth - Sources of Finance - Business Ethics

Year 11 GCSE

Autumn Term 1	Spring Term 1
2.2: Making Marketing Decisions - The Marketing Mix – The 4 P's - Product – The Design Mix and Product Life Cycle - Price – Pricing Strategies - Place – Distribution Channels - Promotion – Advertising and Branding	2.4: Making Financial Decisions - Gross and Net Profit - Average Rate of Return - Understanding Financial Information
Autumn Term 2	Spring Term 2
2.3: Making Operational Decisions - Business Operations - Production Methods - Working with Suppliers	2.5: Making Human Resources Decisions - Organisational Structures - Different types of working and contracts - Recruitment and Selection process - Training and Development