



# JOURNEY DIAGRAM - GCSE BUSINESS - KS4

Year  
10

Autumn 1

Autumn 2

Spring 1

Spring 2

Summer 1

Summer 2

### Enterprise and Entrepreneurship

- 1.1.1.1 Business
- 2.1.1.2 Risk and Reward
- 3.1.1.3 Business Enterprise
- 4.1.4.4 Business Plan

### Spotting a business opportunity

- 1.2.1 Customer Needs
- 1.2.2 Market Research
- 1.2.3 Market Segmentation

### Spotting a business opportunity

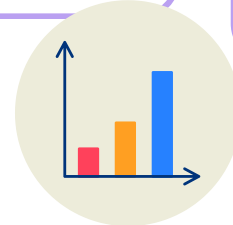
- 1.2.4 Competitive environment

### Putting a business idea in practice

- 1.3.1 Aims and objectives
- 1.3.2 Revenue, costs and profit
- 1.3.3 Cash and cashflow
- 1.3.4 Sources of finance

### Making the Business Effective

- 1.4.1 Options for start ups
- 1.4.2 Location
- 1.4.3 Marketing Mix



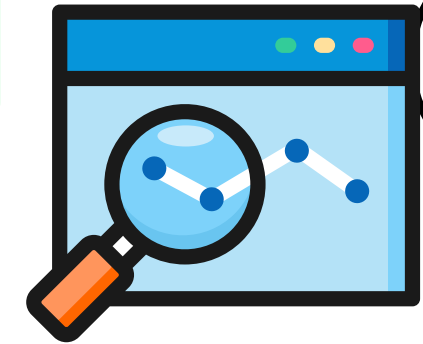
### Understanding External Influences

- 1.5.1 Stakeholders
- 1.5.2 Technology
- 1.5.3 Legislation
- 1.5.4 Economy
- 1.5.5 External Influences

### Growing the business

- 2.1.1 Business growth
- 2.1.2 Aims and objectives
- 2.1.3 Globalisation
- 2.1.4 Ethics, the environment, the business

Revision



Year  
11

Summer 2

Summer 1

Spring 2

Spring 1

Autumn 2

Autumn 1

Revision



Revision

### Financial Decisions

- 2.4.1 Business calculations
- 2.4.2 Understanding business performance

### Human Resources decisions

- 2.5.1 Organisational structures
- 2.5.2 Effective recruitment
- 2.5.3 Training and Development
- 2.5.4 Motivation

### Marketing Decisions

- 2.2.1 Product
- 2.2.2 Price
- 2.2.3 Promotion
- 2.2.4 Place
- 2.2.5 Decision making and the marketing mix

### Operational Decisions

- 2.3.1 Business operations
- 2.3.2 Working with suppliers
- 2.3.3 Managing quality
- 2.3.4 The sales process

### Understanding External Influences

- 1.5.4 Economy
  - 1.5.5 External Influences
- Growing the business
- 2.1.1 Business growth
  - 2.1.2 Aims and objectives
  - 2.1.3 Globalisation
  - 2.1.4 Ethics, the environment, the business