

GCSE Business Studies Roadmap

Start Y10

Term 1

Business Activity

BUSINESS OWNERSHIP, PLANNING, GOOD V SERVICES,

LOCATION, GROWTH, STAKEHOLDERS

Term 2

Influences and Marketing

GLOBALISATION

MARKET RESEARCH

SEGMENTATION

Term 3

Marketing and Operations

MARKETING MIX (7P'S)

Start Y11

Term 1

HR and Operations

ORGANISATIONAL STRUCTURES

RECRUITMENT

Term 3

HR and Operations

SALES PROCESS

TRAINING

MOTIVATION

PRODUCTION

QUALITY

SUPPLY CHAIN

Term 2

Finance

REVENUE, COSTS, PERFORMANCE

CASHFLOW, PROFIT & LOSS

Term 3

Influences on Business

ETHICAL, ECONOMIC

ENVIRONMENTAL

Term 3

Revision

Post 16 Ready

