

**BUSINESS**

**2025 – 2026**



**THE GRANGE SCHOOL**



## Business Studies GCSE

<b>Course Details</b>	<p><b>Exam Board: Eduqas</b></p> <p><b>Level: GCSE</b></p> <p><b>Examination Structure:</b>  <b>Component 1:</b> Business Dynamics - Written examination: 2 hours (62.5% of qualification)  A mix of short answer and structured questions based on stimulus material covering all the specification content.</p> <p><b>Component 2:</b> Business Considerations - Written examination: 1 hour 30 minutes (37.5% of qualification)  Data response questions to a given case study that covers all the specification content.</p>
<b>Key Learning Objectives</b>	<ul style="list-style-type: none"> <li>• Know and understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society.</li> <li>• Apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national, and global contexts.</li> <li>• Develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen and draw on evidence to make informed business decisions and solve business problems.</li> <li>• Develop as effective and independent learners, and as critical and reflective thinkers with enquiring minds.</li> <li>• Use an enquiring, critical approach to make informed judgements.</li> <li>• Investigate and analyse real business opportunities and issues to construct well argued, well-evidenced, balanced, and structured arguments, demonstrating their depth and breadth of understanding of business.</li> <li>• Develop and apply quantitative skills relevant to business, including using and interpreting data.</li> </ul>
<b>Curriculum Content – Year 10</b>	
<b>Autumn Term</b> (September – December)	<p><b>Business Activity:</b></p> <ul style="list-style-type: none"> <li>• Why Businesses Start.</li> <li>• Difference between Goods/Services.</li> <li>• Functions of an Entrepreneur.</li> <li>• Types of Ownership.</li> <li>• Aims &amp; Objectives.</li> <li>• Stakeholder Theory.</li> </ul> <p><b>Marketing:</b></p> <ul style="list-style-type: none"> <li>• What is Marketing?</li> <li>• Target Markets.</li> <li>• Market Segmentation.</li> <li>• Marketing Research.</li> </ul>
<b>Spring Term</b> (January - April)	<p><b>Marketing (continued):</b></p> <ul style="list-style-type: none"> <li>• Product Life Cycle.</li> <li>• Marketing Mix.</li> <li>• Marketing Constraints.</li> </ul> <p><b>Human Resources:</b></p> <ul style="list-style-type: none"> <li>• Recruitment &amp; Selection.</li> <li>• Training.</li> <li>• Motivation &amp; Leadership Styles.</li> <li>• Organisational Structures.</li> <li>• Communication.</li> <li>• Employment Law.</li> </ul>

<b>Summer Term</b> (May - July)	<b>Business Operations:</b> <ul style="list-style-type: none"> <li>• Factors of Production.</li> <li>• Business Location.</li> <li>• Methods of Production.</li> <li>• Stock Control.</li> <li>• Quality Control.</li> <li>• Technology.</li> <li>• Growth.</li> <li>• Internal Economies of Scales.</li> </ul> <b>Finance:</b> <ul style="list-style-type: none"> <li>• Revenues, Costs and Profit.</li> <li>• Sources of Finance.</li> <li>• Break-Even.</li> <li>• Profit &amp; Loss Account.</li> <li>• Cash Flow Forecasting.</li> <li>• Average Rate of Return on Investments</li> <li>• Business Plan.</li> </ul>
<b>Curriculum Content – Year 11</b>	
<b>Autumn Term</b> (September – December)	<b>Finance:</b> <ul style="list-style-type: none"> <li>• Revenues, Costs and Profit.</li> <li>• Sources of Finance.</li> <li>• Break-Even.</li> <li>• Profit &amp; Loss Account.</li> <li>• Cash Flow Forecasting.</li> <li>• Average Rate of Return on Investments</li> <li>• Business Plan.</li> </ul>
<b>Spring Term</b> (January - May)	<b>Influences on Business:</b> <ul style="list-style-type: none"> <li>• Technological.</li> <li>• Ethics and Environment.</li> <li>• Economical.</li> <li>• Globalisation.</li> <li>• Legislation.</li> </ul> <b>Preparation for exam</b>
<b>Assessments</b>	In-class knowledge consolidation Assessments (Self, Peer and Teacher Assessments). Case Study (Exam Technique Builder) Assessments End of Unit Progress Tests. Mock examinations. 2 exams at the end of Year 11.
<b>Homework / independent study</b>	Students are expected to read widely about the issues that are raised during lessons. They also need to remain abreast of current developments in the news. There are numerous revision materials; however, we recommend the official Eduqas GCSE Business Studies Revision guide, which we will offer for sale at the start of the course. Useful websites include GCSE Bitesize and Tutor2u. Takeaway Homework activities.
<b>School-based enrichment opportunities</b>	The 7-Up Club for stretching. Targeted Hour 6 GCSE revision sessions at various points throughout the course. Homework support through Seneca Learning Business visits. Guest speakers from industry.
<b>Resources available for home-based study</b>	On the school website. Class Teams Group GCSE Bitesize. Tutor2u.

## Business

<b>Course Details</b>	<p><b>Exam Board: WJEC EDUQAS</b></p> <p><b>Level: A-Level.</b></p> <p><b>Examination Structure:</b> 100% Examination all in Year 13.</p> <p><b>Coursework/Controlled Assessment: N/A.</b></p>
<b>Key Learning Objectives</b>	<ul style="list-style-type: none"> <li>• Gain an holistic understanding of business in a range of contexts.</li> <li>• Develop a critical understanding of organisations and their ability to meet society's needs and wants.</li> <li>• Understand that business behaviour can be studied from a range of perspectives.</li> </ul>
<b>Curriculum Content – Year 12</b>	
<b>Autumn Term</b> (September – December)	<p><b>Finance</b> – including Cash Flow, Sources of Finance, and Break-even.</p> <p><b>Human Resource Management</b> – including Training, Management, and Leadership and Motivation.</p> <p><b>Enterprise</b> – including the Role of Entrepreneurs, Aims and Objectives, Location and Ownership.</p>
<b>Spring Term</b> (January – April)	<p><b>Marketing</b> – including Market Research, Types of Markets, and Supply and Demand.</p> <p><b>Human Resources</b> – continued.</p> <p><b>Ownership</b> and Business structures.</p>
<b>Summer Term</b> (May - July)	<p><b>Marketing</b> – continued and including the Marketing Mix.</p> <p><b>Operations Management</b> - including Capacity Utilisation, Quality and Stock Control, and Methods of Production.</p>
<b>Curriculum Content – Year 13</b>	
<b>Autumn Term</b> (September – December)	<p><b>Strategy</b> – including Implementation, Tactics, Ansoff's Matrix, and Decision-making Models.</p> <p><b>Finance</b> – including Financial Analysis, Data Tracking and Forecasting.</p>
<b>Spring Term</b> (January – April)	Marketing Analysis, Risk Management, Investment Appraisal, Financial Accounts, External Factors, Globalisation.
<b>Summer Term</b> (May - July)	Revision and exam preparation.
<b>Assessments</b>	There will be 3 written examinations with equal weighting. These will include multiple choice questions, short knowledge-based questions, data analysis questions, and longer essay-style questions.
<b>Homework / independent study</b>	Homework will be set on a regular basis with a minimum of 2 exam standard assessments per half-term. Students are expected to read extensively and ensure they keep up to date with the world of business.
<b>School-based enrichment opportunities</b>	Young Enterprise and The Share Centre Challenge are offered at least every 2 years.
<b>Resources available for home-based study</b>	Students will purchase a textbook and are given access to a wide range of online resources.

## Business

<b>Course Details</b>	<p><b>Exam Board: Pearson</b></p> <p><b>Level: Level 3 BTEC National Extended Certificate in Business.</b></p> <p><b>Examination Structure:</b>            Equivalent in size to <b>one</b> A Level.            4 units of which 3 are mandatory and 2 are external. Mandatory content (83%). External assessment (58%). 1 optional unit.</p> <p>Year 12: Unit 3 Written Exam.            Year 13: Unit 2 Exam.</p> <p><b>Coursework/Controlled Assessment:</b>            Year 12: Unit 3 Coursework.            Year 13: Unit 4 Coursework.</p>
<b>Key Learning Objectives</b>	<ul style="list-style-type: none"> <li>• An introduction to the establishment, growth and survival of a business.</li> <li>• Key concepts and terminology of marketing and how it fits within the organisation.</li> <li>• Main elements of marketing communications, customer relationship management, communications methods and tools, development of an outline marketing communications campaign.</li> <li>• Key concepts associated with digital marketing.</li> <li>• Understanding legal, ethical and social concerns influencing business activities.</li> <li>• Marketing research and the roles and functions within this area of marketing.</li> </ul>
<b>Curriculum Content – Year 12</b>	
<b>Autumn Term</b> (September – December)	<p><b>Unit 1: Exploring Business</b>  <b>Learning Outcomes:</b>  <b>A:</b> Explore the features of different businesses and analyse what makes them successful.  <b>B:</b> Investigate how businesses are organised.</p> <p><b>Unit 3: Personal and Business Finance (Exam)</b>  <b>A:</b> Demonstrate knowledge and understanding of business and personal finance principles, concepts, key terms, functions and theories.  <b>B:</b> Apply knowledge and understanding of financial issues and accounting processes to real-life business and personal scenarios.</p>
<b>Spring Term</b> (January – April)	<p><b>Unit 1: Exploring Business</b>  <b>Learning Outcomes:</b>  <b>C:</b> Examine the environment in which businesses operate.  <b>D:</b> Examine business markets.</p> <p><b>Unit 3 – Personal and Business Finance (Exam)</b>  <b>C:</b> Analyse business and personal financial information and data, demonstrating the ability to interpret the potential impact and outcome in context.  <b>D:</b> Evaluate how financial information and data can be used, and interrelate, in order to justify conclusions related to business and personal finance.</p>
<b>Summer Term</b> (May - July)	<p><b>Unit 1: Exploring Business Learning Outcomes:</b>  <b>E</b> Investigate the role and contribution of innovation and enterprise to business success.  <b>Submit coursework for internal assessment.</b></p> <p><b>Unit 2: Developing a Marketing Campaign Undertake controlled assessment in May.</b></p> <p><b>Unit 3 – Personal and Business Finance exam in May.</b></p>

<b>Curriculum Content – Year 13</b>	
<b>Autumn Term</b> (September – December)	<p><b>Unit 2: Developing a Marketing Campaign</b></p> <p><b>Learning Outcomes:</b></p> <p><b>A:</b> Demonstrate knowledge and understanding of marketing principles, concepts, processes, key terms, data sources and definitions.</p> <p><b>B:</b> Analyse marketing information and data, demonstrating the ability to interpret the potential impact and influence on marketing campaigns.</p> <p><b>C:</b> Evaluate evidence to make informed judgements about how a marketing campaign should be planned, developed and adapted in light of changing circumstances.</p> <p><b>Optional Unit From:</b></p> <ul style="list-style-type: none"> <li>• Recruitment and Selection Process.</li> <li>• Investigating Customer Service.</li> <li>• Market Research.</li> <li>• The English Legal System.</li> <li>• Work Experience in Business.</li> </ul>
<b>Spring Term</b> (January – April)	<p><b>Unit 2: Developing a Marketing Campaign</b></p> <p><b>Learning Outcomes:</b></p> <p><b>D:</b> Be able to develop a marketing campaign with appropriate justification, synthesising ideas and evidence from several sources to support arguments.</p> <p><b>Unit 2: Developing a Marketing Campaign Undertake controlled assessment in January.</b></p> <p><b>Optional Unit From:</b></p> <ul style="list-style-type: none"> <li>• Recruitment and Selection Process.</li> <li>• Investigating Customer Service.</li> <li>• Market Research.</li> <li>• The English Legal System.</li> <li>• Work Experience in Business.</li> </ul>
<b>Summer Term</b> (May - July)	<p><b>Optional Unit From:</b></p> <ul style="list-style-type: none"> <li>• Recruitment and Selection Process.</li> <li>• Investigating Customer Service.</li> <li>• Market Research.</li> <li>• The English Legal System.</li> <li>• Work Experience in Business.</li> </ul> <p><b>All Coursework Submitted by June 15th.</b></p>
<b>Assessments</b>	<p>Unit 3 exam and Unit 1 coursework Year 12.</p> <p>Unit 2 Exam and Optional Unit coursework Year 13.</p>
<b>Homework / independent study</b>	<p>Homework will be set on a regular basis with tasks related to individual teachers' units.</p> <p>Exam questions for exam-based units and coursework, flipped learning, and research for internally assessed work.</p>
<b>School-based enrichment opportunities</b>	<p>Young Enterprise, Student Investor and The Share Centre Challenge are offered at least every 2 years.</p> <p>Visits and talks with businesses.</p>
<b>Resources available for home-based study</b>	<p>Level 3 BTEC National Book 1.</p> <p>Resources made available on the VLE.</p> <p>Tutor2u.</p> <p><a href="http://qualifications.pearson.com/en/qualifications/btec-nationals/business-2016.html#tab-1">http://qualifications.pearson.com/en/qualifications/btec-nationals/business-2016.html#tab-1</a></p>

## Travel and Tourism

<b>Course Details</b>	<p><b>Exam Board: Pearson</b></p> <p><b>Level: Level 3 BTEC National Extended Certificate in Travel and Tourism.</b></p> <p><b>Examination Structure:</b>            Equivalent in size to <b>one</b> A Level.            4 units of which 3 are mandatory and 2 are external. Mandatory content (83%). External assessment (58%). 1 optional unit.            Written exam for <b>Unit 1: The World of Travel &amp; Tourism.</b></p> <p><b>Coursework/Controlled assessment:</b>            Year 12:  <b>Unit 9: Visitor Attractions</b> Coursework. (3 pieces of coursework).</p> <p>Year 13:  <b>Unit 2: Global Destinations</b> Controlled Assessment.  <b>Unit 3 – Principles of Marketing in Travel and Tourism</b> Coursework. (4 pieces of coursework).</p>
<b>Key Learning Objectives</b>	<ul style="list-style-type: none"> <li>• To understand the travel and tourism industry – the travel and tourism industry in the UK is growing and is of major importance to the economy. Learners will develop the skills needed to examine, interpret and analyse a variety of statistics that measure the importance of tourism to the UK.</li> <li>• Different types of destinations and their importance – learners will investigate the features and appeal of global destinations.</li> <li>• Principles of marketing in travel and tourism – learners will explore how to develop a successful marketing plan for use by travel and tourism organisations to attract and engage with customers using research data.</li> </ul>
<b>Curriculum Content – Year 12</b>	
<b>Autumn Term</b> (September – December)	<p><b>Unit 1: The World of Travel &amp; Tourism (exam)</b></p> <p><b>Learning Outcomes:</b>  <b>A:</b> Explore the features of different businesses and analyse what makes them Successful.  <b>B:</b> Investigate how businesses are organised.  <b>C:</b> Examine the environment in which businesses operate.  <b>D:</b> Examine business markets.  <b>E:</b> Investigate the role and contribution of innovation and enterprise to business success.</p> <p>Students will sit this examination in the first sitting which is the summer exam series.</p>
<b>Spring Term</b> (January – April)	<p><b>Unit 9: Visitor Attractions (coursework)</b></p> <p><b>Learning Outcomes:</b>  <b>A:</b> Investigate the nature, role and appeal of visitor attractions.            At this point students will complete their first piece of coursework for this unit of study.</p> <p><b>B:</b> Examine how visitor attractions meet the diverse expectations of visitors.            At this point students will complete their second piece of coursework for this unit of study.</p>
<b>Summer Term</b> (May - July)	<p><b>Unit 9: Visitor Attractions (coursework)</b></p> <p><b>Learning Outcomes:</b>  <b>C:</b> Explore how visitor attractions respond to competition and measure their success and appeal.            At this point students will complete their third and final piece of coursework for this unit of study.</p> <p><b>Unit 1: The World of Travel &amp; Tourism (exam)</b>            Students will revisit and revise this unit ready for their first attempt at this examination during the summer exam series.</p>

<b>Curriculum Content – Year 13</b>	
<b>Autumn Term</b> (September – January)	<p><b>Unit 2: Global Destinations (controlled task)</b></p> <p><b>Learning Outcomes:</b></p> <p><b>A:</b> Geographical awareness, locations and features giving appeal to global destinations.</p> <p><b>B:</b> Potential advantages and disadvantages of travel options to access global destinations.</p> <p><b>C:</b> Travel planning, itineraries, costs and suitability matched to customer needs.</p> <p><b>D:</b> Consumer trends, motivating and enabling factors and their potential effect on the popularity and appeal of global destinations.</p> <p><b>E:</b> Factors affecting the changing popularity and appeal of destinations.</p> <p>Students will complete their first attempt at this Controlled Task, set and marked by the exam board in the January exam series.</p>
<b>Spring Term</b> (January – April)	<p><b>Unit 3: Principles of Marketing in Travel and Tourism (coursework)</b></p> <p><b>Learning Outcomes:</b></p> <p><b>A:</b> Explore the importance of focusing on meeting customer needs to the success of marketing activities in travel and tourism organisations.</p> <p>At this point students will complete their first piece of coursework for this unit of study.</p> <p><b>B:</b> Examine the impact that marketing activities have on the success of different travel and tourism organisations.</p> <p>At this point students will complete their second piece of coursework for this unit of study.</p>
<b>Summer Term</b> (May - July)	<p><b>Unit 3: Principles of Marketing in Travel and Tourism (coursework)</b></p> <p><b>Learning Outcomes:</b></p> <p><b>C:</b> Develop a marketing plan using research data that provides a viable business case.</p> <p>At this point students will complete their third piece of coursework for this unit of study.</p> <p><b>D:</b> Investigate how the marketing plan meets industry and customer needs.</p> <p>At this point students will complete their fourth and final piece of coursework for this unit of study.</p>
<b>Assessments</b>	<p>Year 12:</p> <p><b>Unit 1: The World of Travel &amp; Tourism</b> Written exam.</p> <p>Unit 9: <b>Visitor Attractions</b> coursework (3 pieces of coursework).</p> <p>Year 13:</p> <p><b>Unit 2: Global Destinations</b> Controlled Task</p> <p><b>Unit 3: Principles of Marketing in Travel and Tourism</b> coursework (4 pieces of coursework).</p>
<b>Homework / independent study</b>	<p>Homework will be set on a regular basis with tasks related to individual teachers' units.</p> <p>Exam questions for exam-based units and coursework, flipped learning and research for internally assessed work.</p>
<b>School-based enrichment opportunities</b>	<p>Young Enterprise, Student Investor and The Share Centre Challenge are offered at least every 2 years.</p> <p>Visits and talks with businesses.</p>
<b>Resources available for home-based study</b>	<p>Level 3 BTEC National in Travel &amp; Tourism Book 1.</p> <p>Resources made available on the VLE.</p> <p>Tutor2u.</p> <p><a href="https://qualifications.pearson.com/en/qualifications/btec-nationals/travel-and-tourism-2017.coursematerials.html#filterQuery=category:Pearson-UK:Category%2FSpecification-and- sample-assessments">https://qualifications.pearson.com/en/qualifications/btec-nationals/travel-and-tourism-2017.coursematerials.html#filterQuery=category:Pearson-UK:Category%2FSpecification-and- sample-assessments</a></p>