



Willingdon

COMMUNITY SCHOOL

“I have enjoyed Business Studies a lot because it teaches you things that you would actually use in the future like how to start up and survive in business, how to make money, how to pay taxes and how to beat other businesses in competition. I have learnt loads and would love to learn a lot more.”

CURRICULUM BOOKLET

Business Studies

Innovation by Design

Headlines Sept 2025: Percentage of students achieving at Grade 4, 5 and 7+ is higher than the average nationally for all students sitting the Edexcel course.

Our School Curriculum Intent

The curriculum at Willingdon Community School offers a broad, balanced, personalised and challenging educational experience, which builds on students' experiences in the primary phase of their education.

It aims to provide all students with the knowledge, understanding, skills and attitudes which are necessary if they are to become successful learners who enjoy learning, make progress and achieve the best they are capable of.

Subject Vision

At Key Stages 3 and 4, our vision for Business and Enterprise is to equip students with the knowledge, skills, and mindset needed to thrive in the modern world of work and enterprise. We aim to inspire future entrepreneurs, ethical leaders, and responsible consumers by making business education relevant, practical, and engaging.

Innovation by Design in Business

Developing entrepreneurship and creativity so that students are equipped with the life skills to flourish in the business world.

Programme of Study

Key Stage 3

Enterprise – Year 7 & 8 Rotations

These 8-week courses, first introduced from September 2021 reflect the need to make young people world ready by delivering valuable life skills and knowledge about the wider world; students will gain insight and understanding of the following areas of the world of Business, the Economy and Careers:



Year 8 Rotation

- Why businesses exist
- Sectors of the economy & employment
- Types of business ownership
- Entrepreneurship
- Labour market & employability skills
- Interviews & presentation skills

Year 7 Rotation

- Transitioning
- Managing money- (Methods of payment, Banking, Budgeting, Foreign Currency, Keeping money safe)
- Money choices and decision making
- Jobs and money





Enterprise – Year 9

Rotation

Year 9 Business Taster Project – The Food Truck Challenge

In Year 9, students take part in an 8-week Business course that introduces key topics they will study in more depth at GCSE. The course ends with a fun and creative challenge: designing a Food Truck enterprise.

During the project, students learn about:

- Entrepreneurs and starting a business
- Finding the right customers (target markets and segmentation)
- Doing market research
- Developing a product
- Branding and packaging
- Promotion
- Pitching business ideas



Using real life scenarios as an example helps students relate to real products and businesses they already know. By the end, they understand the challenges of creating and launching a new enterprise and learn about different career options in business.



In the final pitch, students present their idea, explain their target market, marketing strategy, and what makes their business idea unique. This helps them build confidence, communication, and teamwork skills that are valued by employers.

Students are assessed on the quality of their idea, business plan and pitch content, as well as class and homework tasks—not on how they present.

Options Booklet Entry

GCSE Business (EDEXCEL)

A GCSE in Business provides you with an insight into what business is; what it could involve and different ways in which it works. Who does it well? Who did it well? How you could do it? We consider the ever-changing dynamic nature of the world and how businesses need to take advantage of opportunities as they arise, as well as safeguard themselves against previously unforeseen forces.

We look at small local businesses and huge multi-nationals; the financial risks and rewards of being an entrepreneur, as well as how different business skills and talents can be applied to a vast number of sectors from fashion to sports to the environment.

This GCSE will support whatever your plans are for the future; because whatever the plan is, it will be affected by business. The better you understand the nature of making money, the better prepared you will be to make it work for you. Be the boss. Choose Business.

What skills will I need?

- An interest in the news
- Problem solver
- Good literacy
- Be able to come up with persuasive arguments using facts given
- Be able to do calculations from given formula and interpret data
- Be able to come up with creative ideas, evaluate them and make them better
- A can-do attitude!!

Please note: this option will demand a commitment to learn the necessary vocabulary, as well as an element of expressing yourself verbally, as well as in writing. You should have a desire to become more aware of the working world around you.

How is it assessed?

Two papers - each worth ninety marks; each 1 hour and 45 minutes long and each worth 50%.

The papers break down into three parts:

- Section A (35 marks)
- Section B (30 marks)
- Section C (25 marks)

Section A is multiple choice and short answer, while sections B and C are extended writing questions based on a given business context. Calculators can be used.

Paper one investigates small businesses:

- Enterprise and entrepreneurship
- How to spot a business opportunity
- Putting an idea into practice
- Making a business effective
- Understanding external influences on a business

Paper two looks at building a business:

- Growing a business
- Marketing decisions
- Operational decisions
- Financial decisions
- Human resources

Programme of Study

Key Stage 4

Year 10 – Theme 1: Investigating Small Business

In Year 10, students focus on the core elements of how small businesses are created, operate, and respond to real-world challenges. This theme builds the foundation of business understanding through five key topics:

1. Enterprise and Entrepreneurship

Students explore the **dynamic nature of business**, understanding how new ideas are formed and why individuals choose to start businesses. Topics include:

- The purpose of business activity
- Risk and reward in starting a business
- The role of the entrepreneur
- How businesses add value to products and services

2. Spotting a Business Opportunity

This unit focuses on how businesses identify and respond to **customer needs**. Students will learn about:

- Market research methods and their importance
- Market segmentation
- Market mapping
- How businesses use research to develop competitive ideas

3. Putting a Business Idea into Practice

Students apply numerical and decision-making skills to develop realistic business plans. They study:

- Business aims and objectives
- Revenue, costs, and profit
- Break flow forecasting
- Sources of finance available

4. Making the Business Effective

This section examines how businesses make decisions that affect their success. Topics include:

- Different forms of business ownership and legal liability
- The advantages of franchising
- Factors influencing business location
- The marketing mix (4Ps)
- The purpose and structure of a business plan

5. Understanding External Influences on Business

To finish Year 10, students investigate how external factors impact business decisions. This includes:

- The role and impact of **stakeholders**
- How **technology** influences business activity
- Key features of the **economic environment** such as inflation, interest rates, and employment

Year 11 – Theme 2: Building a Business

In Year 11, students build on their understanding of small businesses by exploring how companies grow, operate on a larger scale, and respond to complex global challenges. This theme focuses on strategic decision-making across key business functions.

1. Growing the Business

Students explore how businesses expand through both **organic growth** and **external growth** (mergers and takeovers). They examine:

- The benefits and risks of business growth
- The impact of **globalisation**
- **Ethical and environmental considerations** in modern business

2. Making Marketing Decisions

This unit takes an in-depth look at how businesses use the **marketing mix** to stay competitive in the 21st century. Students explore:

- The role of product, price, promotion, and place (4Ps)
- How businesses adapt their strategies to meet customer needs

The importance of branding, digital marketing, and innovation

Making Operational Decisions

This unit explores how everyday products are designed and produced. Students learn about key topics such as stock management, production methods, quality control, and the sales process.

Making Financial Decisions

Financial performance and profitability are vital for any business. Students discover how businesses analyse data to assess their financial health and make informed decisions about their position and future.

Making Human Resources Decisions

The final unit focuses on managing people within a business. Topics include organisational structures, different working practices, staff training and development, and employee motivation.



Key Concepts in GCSE Business Studies

Year 10

Key Concepts in Business Studies

In the first year of study, students are introduced to the world of **entrepreneurship**. They explore why people start businesses, the common challenges they face, and the key reasons why some businesses succeed while others fail.

Students also build core **numerical skills** through topics such as:

- **Revenue, costs, and profit**
- **Cash flow**
- **Break-even analysis**

An introduction to the **wider economy** helps students understand important topics like:

- **Interest rates**
- **Inflation**
- **Employment**

Year 11

In Year 11, students build on their earlier learning by exploring how businesses grow and the effects of **globalisation** on their operations and decision-making.

They take a deeper look into key areas of business, including:

- **Operations management** – how businesses manage production, logistics, and quality
- **Marketing mix** – how price, product, place, and promotion are used to boost sales and build a strong customer base
- **Financial analysis** – understanding business performance and financial health
- **Human resources** – how businesses make decisions about recruitment, training, and managing staff


Students begin to apply their knowledge to real-world examples, examining how well-known businesses meet customer needs, what drives their success, and the day-to-day challenges they face

Assessment plan for Key Stage 4

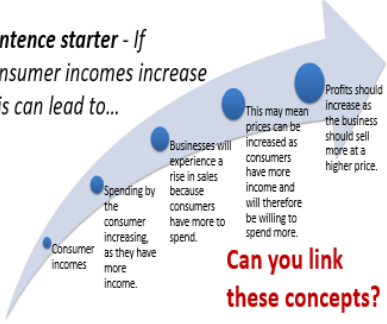
From the very first week, students start developing the knowledge and skills needed to succeed in their GCSE Business Studies.

Because there is a lot of new vocabulary, students use different methods to learn and remember key terms:

- Homework vocabulary lists
- Vocabulary checks during lessons
- Regular retrieval practice of topics
- Using the Seneca online learning platform
- Reading case studies frequently
- E-revision resources

**Concept links**

Sentence starter - If consumer incomes increase this can lead to...



Can you link these concepts?

tutor2u

EDEXCEL GCSE BUSINESS (9-1) PEER MARKING GRID
6 MARK QUESTIONS: COMMAND WORD - "DISCUSS"

tutor2u

Name: _____

Peer assessor's name: _____

Question: _____

Level	Mark	Knowledge and Understanding (AD1b)	Analysis (AD3a)
3	5-6	Consistent and accurate Appropriate use of business terms	At least 5 interconnected strands with logical chains of reasoning across a maximum of two points
2	3-4	Mostly accurate Appropriate use of business terms in places	At least 2 interconnected strands with logical chains of reasoning across a maximum of two points
1	1-2	Some evidence and accuracy Limited use of business terms	Limited connections between points made; one strand explanation given across listed points
0	0	None	None

Overall Mark Band (+/-): _____

Mark: /6

EBR: (Even Better If): _____

WWW: What Went Well: _____

Developing Exam Technique

The Edexcel exam board requires specific ways of structuring answers. Practising these techniques is essential for success.

- Students begin with **3-mark questions**, writing three sentences that include a point, explanation, and impact.

In Term 1, they progress to **6-mark questions**, and later terms focus on mastering the more challenging **9- and 12-mark questions**.

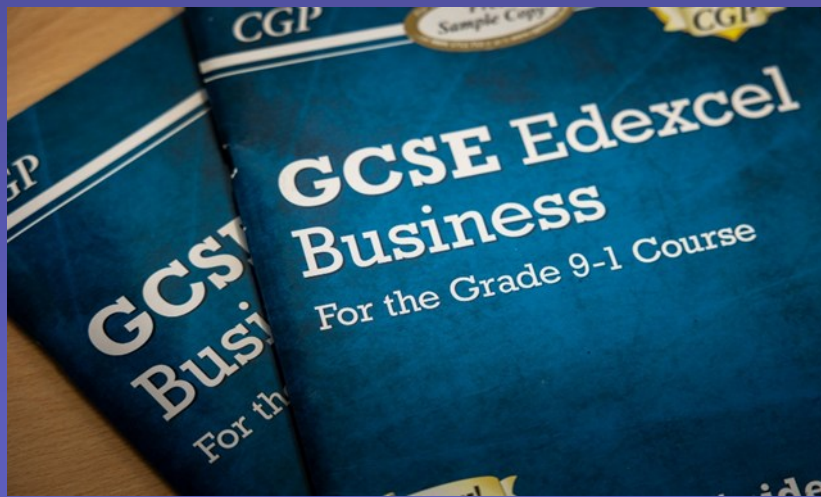
Assessments

Students are formally assessed through:

- End of unit tests
- Mock exams in both Year 10 and Year 11

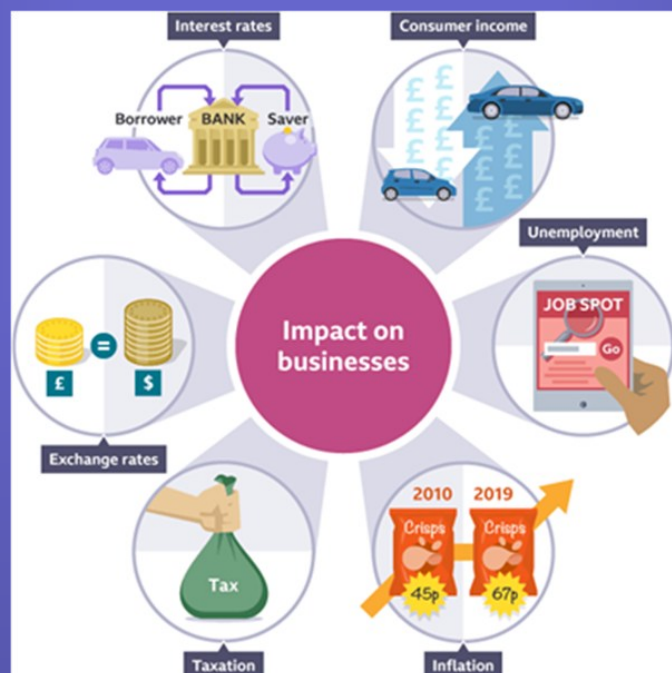
Peer Assessment and Examiner Mark Schemes

Students also learn to use the GCSE examiner's mark scheme to peer assess work. This helps them understand what top-quality answers look like and how to write responses that fully meet the assessment criteria.

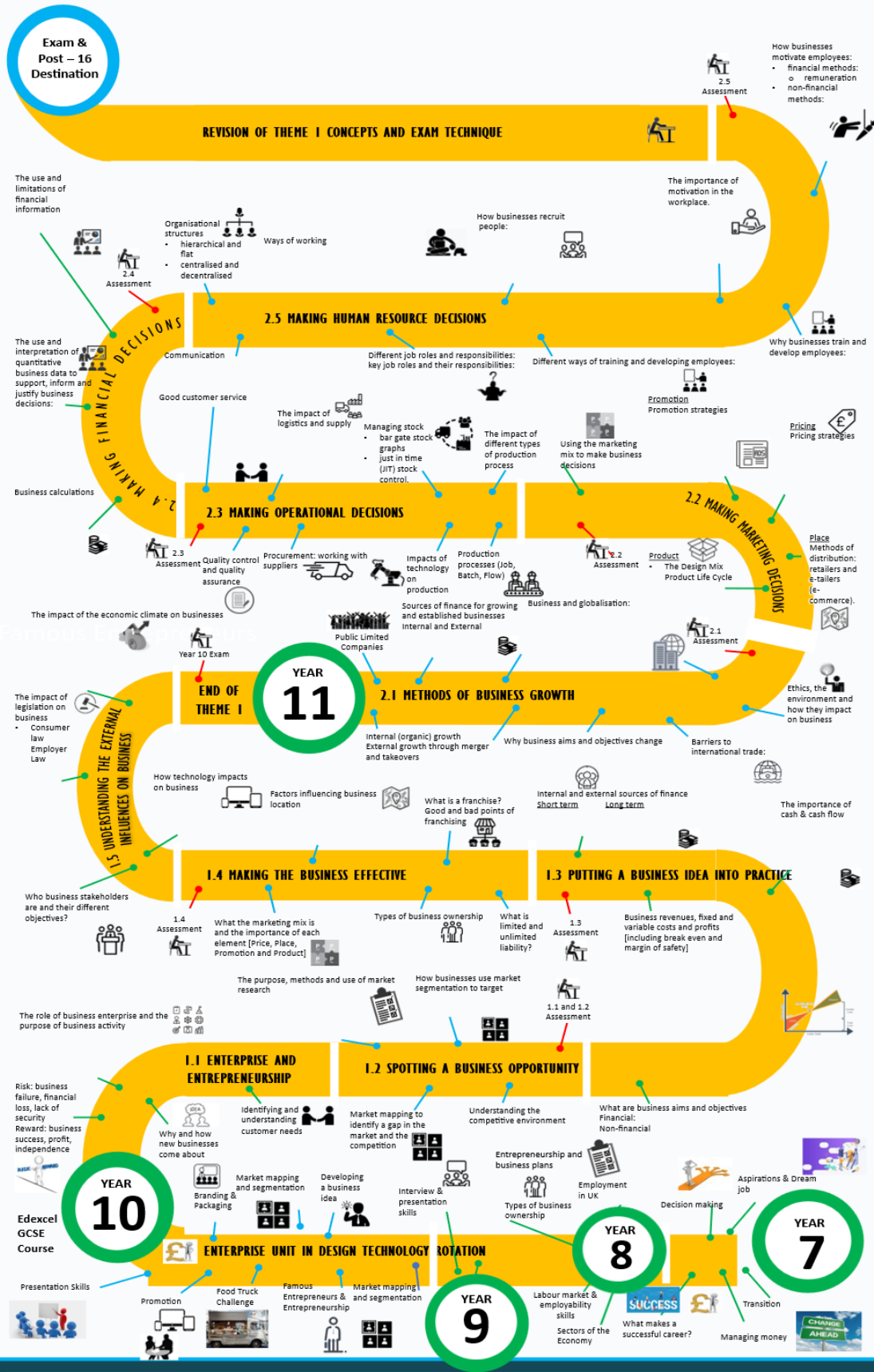


What can parents do to help?

- Engage in conversations about current affairs or their own experiences in Business
- Encourage interest in following the news - the BBC News app is a good starting point
- Encourage interest in watching relevant TV programmes such as Dragon's Den, Shark Tank, Inside the Factory
- Sign post learners to BBC Bitesize
- Buy recommended revision guides



Business Studies Learning Journey



Literacy in Business

In addition to developing key business vocabulary, students are taught how to **construct clear and logical arguments**—a vital skill for further education and the workplace. They also learn to use **evaluative language**, helping them make balanced judgments, justify their decisions, and understand how to set priorities when making choices.

Exploring Business and Work Opportunities

Learning about business helps students see the many job options available—not just nearby, but across the country and the world. The world of work is always changing, with new jobs appearing that didn't exist 10 years ago.

Every week, students talk about changes in the economy and real businesses.

For example:

How is the High Street changing?

Examples of SMSC in Business Studies

- Learning about **right and wrong in advertising** and what is considered fair business behaviour
- Thinking about how **businesses affect their local communities**
- Looking at how businesses impact **different stakeholders** (e.g., workers, customers, suppliers)
- Studying **business ethics** and what is acceptable or not in business
- Understanding how **cultural differences** affect customer needs and business sales
- Exploring issues like **unemployment** and how outside factors affect businesses and society

Thinking about the **positive and negative effects** of business decisions on the wider community

British Values in Business Studies

- **Democracy:** Students learn how voting and public opinion influence business laws, like those on employment and tax. They also explore how trade unions support workers' rights.
- **Rule of Law:** The curriculum covers how laws affect business operations, including health and safety, environmental rules, and protecting ideas through copyright and patents.
- **Individual Liberty:** Students see how personal choice drives business change, like changing lifestyles, urban growth, and diverse work patterns.
- **Mutual Respect:** Students learn how businesses meet the needs of different customers, especially in new or global markets. They also explore how stakeholder views shape business decisions.

