

GCSE Business Start to End Point Mapping (2025–27)

This Start to End Point mapping document shows how knowledge, skills, and assessment objectives (AO1, AO2, AO3) progress across the GCSE Business course. It mirrors the step-style mapping used in other subjects but tailored to Business. The first section details the content sequence for each theme and term. The second section shows expected progression at different performance levels with example student responses.

Section 1: Content Overview by Year and Term

Year/Term	Key Topics	Content Focus
Year 10 Autumn (14 weeks)	1.1 Enterprise & Entrepreneurship 1.2 Spotting a Business Opportunity	1.1.1 Dynamic nature of business (technology, consumer needs, obsolescence) 1.1.2 Risk and reward (business failure, profit, independence) 1.1.3 Role of enterprise (purpose, adding value, entrepreneurship) 1.2.1 Customer needs (price, quality, choice, convenience) 1.2.2 Market research (methods, data reliability, social media) 1.2.3 Market segmentation (demographics, income, lifestyle, mapping) 1.2.4 Competitive environment (strengths/weaknesses, decision impacts)
Year 10 Spring (10 weeks)	1.3 Putting a Business Idea into Practice 1.4 Making the Business Effective	1.3.1 Aims and objectives (financial/non-financial) 1.3.2 Revenues, costs, profit (calculations, break-even, margin of safety) 1.3.3 Cash and cash-flow (forecasts, balances, insolvency risk)

		<p>1.3.4 Sources of finance (short- and long-term)</p> <p>1.4.1 Options for start-ups (ownership, liability, franchising)</p> <p>1.4.2 Location (proximity, nature of activity, e-commerce)</p> <p>1.4.3 Marketing mix (4Ps, technology influence)</p> <p>1.4.4 Business plans (role, importance, finance)</p>
Year 10 Summer (12 weeks)	<p>1.5 Understanding External Influences</p> <p>Intro Theme 2</p>	<p>1.5.1 Stakeholders (objectives, conflicts)</p> <p>1.5.2 Technology (e-commerce, social media, costs/sales impacts)</p> <p>1.5.3 Legislation (consumer/employment law, impacts)</p> <p>1.5.4 The economy (unemployment, inflation, interest, taxation)</p> <p>1.5.5 External influences (business responses)</p> <p>2.1.1 Business growth (internal/external, ownership, finance)</p>
Year 11 Autumn (14 weeks)	<p>2.1 Growing the Business</p> <p>2.2 Making Marketing Decisions</p>	<p>2.1.1 Growth methods (organic, mergers/takeovers)</p> <p>2.1.2 Changing aims and objectives (internal/external factors)</p> <p>2.1.3 Globalisation (imports, exports, location, trade blocs)</p> <p>2.1.4 Ethics & environment (trade-offs, sustainability, pressure groups)</p> <p>2.2.1 Product (design mix, lifecycle, differentiation)</p> <p>2.2.2 Price (strategies, influences)</p> <p>2.2.3 Promotion (methods, digital)</p> <p>2.2.4 Place (distribution methods)</p> <p>2.2.5 Integrated marketing mix (competitive advantage)</p>

Year 11 Spring (10 weeks)	2.3 Operational Decisions 2.4 Financial Decisions	2.3.1 Business operations (purpose, processes) 2.3.2 Working with suppliers (procurement, logistics) 2.3.3 Managing quality (TQM, inspection, trade-offs) 2.3.4 Sales process (knowledge, engagement, service) 2.4.1 Business calculations (gross/net margin, ARR) 2.4.2 Understanding performance (quantitative/qualitative data, ratios)
Year 11 Summer (12 weeks)	2.5 Human Resource Decisions Revision	2.5.1 Organisational structures (types, communication) 2.5.2 Recruitment (stages, selection) 2.5.3 Training (on/off the job, benefits) 2.5.4 Motivation (financial, non-financial) Final revision, synoptic exam preparation

Section 2: AO Progression with Example Responses

Year/Theme	Working Towards	Working At	Working Above	Example AO1/AO2/AO3 Responses
Year 10 (Theme 1)	A01: Recall basic definitions (profit, cost). A02: Generic applications only. A03: Rarely develops points.	A01: Secure on key concepts. A02: Applies to small UK contexts (cafés, shops). A03: Begins structured 6-mark chains.	A01: Fluent recall across Theme 1. A02: Confident contextualisation. A03: Attempts balanced discussion.	A01: 'Fixed costs do not change with output.' A02: 'A Sheffield café has fixed rent of £500.' A03: 'If rent rises, profits fall unless sales increase.'
Year 11 (Theme 2)	A01: Recall Theme 2 partially. A02: Limited global/large context. A03: Descriptive, little judgement.	A01: Secure knowledge Theme 2. A02: Applies to national/global firms. A03: Analyses trade-offs in 6-9 marks.	A01: Mastery across both themes. A02: Integrated application (finance, marketing, HR). A03: Full evaluation with AJIM in 9/12 mark answers.	A01: 'Gross profit = revenue - cost of sales.' A02: 'Tesco's revenue includes stores and online.' A03: 'If supplier costs rise, Tesco's margin falls unless it raises prices.'
End Point	A01 recall patchy, weak A02/3.	A01+A02 consistent, A03 emerging.	A01 precise, A02 flexible, A03 evaluative.	A01: 'Retained profit = profit kept after costs.' A02: 'JD Sports uses retained profit for expansion.' A03: 'Retained profit avoids debt but reduces dividends, creating a long-term trade-off.'