



## Key Stage 4 Framework for Learning Year 10 2018-2019: Successful Foundations Curriculum Area: GCSE Business



Year 10	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2	
<b>Syllabus</b>	GCSE AQA Business (9-1) (603/0304/9)  Paper 2 (8132/02) Influences of marketing and finance on business activity (50%)	GCSE AQA Business (9-1) (603/0304/9)  Paper 2 (8132/02) Influences of marketing and finance on business activity (50%)	GCSE AQA Business (9-1) (603/0304/9)  Paper 1 (8132/01) Influences of Operations and HRM on business Activity (50%)	GCSE AQA Business (9-1) (603/0304/9)  Paper 1 (8132/01) Influences of Operations and HRM on business Activity (50%) & Paper 2 (8132/02) Influences of marketing and finance on business activity (50%)	GCSE AQA Business (9-1) (603/0304/9)  Paper 1 (8132/01) Influences of Operations and HRM on business Activity (50%) & Paper 2 (8132/02) Influences of marketing and finance on business activity (50%)	GCSE AQA Business (9-1) (603/0304/9)  Paper 1 (8132/01) Influences of Operations and HRM on business Activity (50%)	
<b>Knowledge</b>	<p>Section 6 – Finance</p> <p>Students should understand the interdependent nature of business operations, human resources, marketing and finance. Students should be able to give examples of how business objectives would be split into functional plans with clear links throughout. The purpose of the finance function, its role within business and how it influences business activity.</p> <p>6.1 Sources of finance</p> <ul style="list-style-type: none"> <li>• Methods business use to raise finance</li> <li>• Appropriateness of sources of finance</li> </ul> <p>6.2 Cash flow</p> <ul style="list-style-type: none"> <li>• Importance of cash to businesses</li> <li>• Interpreting cash flow forecasts</li> <li>• Difference between</li> </ul>	<p>Section 5 – Marketing</p> <p>Students should understand the interdependent nature of business operations, human resources, marketing and finance. Students should be able to give examples of how business objectives would be split into functional plans with clear links throughout. The purpose of marketing, its role within business and how it influences business activity.</p> <p>5.1 Identifying and understanding customers</p> <ul style="list-style-type: none"> <li>• The importance of identifying and satisfying customer needs</li> </ul> <p>5.2 Types of segmentation</p>	<p>Section 4 - Human Resources</p> <p>Students should understand the interdependent nature of business operations, human resources, marketing and finance. Students should be able to give examples of how business objectives would be split into functional plans with clear links throughout. The purpose of human resources, its role within business and how it influences business activity.</p> <p>4.1 Organisational structures</p> <ul style="list-style-type: none"> <li>• Appropriateness of organisational structures</li> <li>• Centralisation and decentralisation</li> </ul> <p>4.2 Recruitment and</p>	<b>Year 10 Work Experience – 2 Weeks</b>	<p>Section 1 – Business in the real world</p> <p>Students should understand the purpose of business activity, the role of business enterprise and entrepreneurship, and the dynamic nature of business.</p> <p>Students need to be aware of the impact business in the real world has on the four functional areas of business:</p> <ul style="list-style-type: none"> <li>• business operations</li> <li>• human resources</li> <li>• marketing</li> <li>• finance.</li> </ul> <p>1.1 The purpose and nature of a business Purpose of business Reasons for starting a business</p> <ul style="list-style-type: none"> <li>• Basic functions and types of business</li> <li>• Business enterprise and</li> </ul>	<p>Section 2 – Influences on a business</p> <p>Students should understand the importance of external influences on business and how businesses change in response to these influences.</p> <p>Students need to be aware of the impact influences on business have on the four functional areas of business:</p> <ul style="list-style-type: none"> <li>• business operations</li> <li>• human resources</li> <li>• marketing</li> <li>• finance.</li> </ul> <p>2.1 Technology</p> <ul style="list-style-type: none"> <li>• E-commerce</li> <li>• Digital communication</li> </ul> <p>2.2 Ethical and environmental considerations Ethical considerations</p>	<p>Section 3 – Business Operations</p> <p>Students should understand the interdependent nature of business operations, human resources, marketing and finance. Students should be able to give examples of how business objectives would be split into functional plans with clear links throughout. What business operations involve, their role within the production of goods and the provision of services, and how they influence business activity.</p> <p>3.1 Production processes Methods of production:</p> <ul style="list-style-type: none"> <li>• job</li> <li>• flow</li> </ul> <p>Efficiency in production:</p> <ul style="list-style-type: none"> <li>• Lean production</li> <li>• Just in time (JIT).</li> </ul> <p>3.2 The role of procurement Managing stock:</p>



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	<p>cash and profit</p> <p>6.3 Financial terms and calculations</p> <ul style="list-style-type: none"> <li>Basic financial terms</li> <li>Basic financial calculations</li> <li>Average rate of return</li> <li>Break-even</li> </ul> <p>6.4 Analysing the financial performance of a business</p> <ul style="list-style-type: none"> <li>Purpose of financial statements</li> <li>Components of financial statements</li> <li>Interpretation of data given on financial statements</li> </ul>	<p>5.3 The purpose and methods of market research and collect information about:</p> <ul style="list-style-type: none"> <li>demand</li> <li>competition</li> <li>target market.</li> </ul> <p>Methods of market research to include primary and secondary:</p> <ul style="list-style-type: none"> <li>questionnaires</li> <li>surveys</li> <li>interviews</li> <li>focus groups</li> <li>internet research</li> <li>printed press e.g. newspapers.</li> </ul> <p>5.4 The marketing mix (4Ps)</p> <p>Pricing methods, including:</p> <ul style="list-style-type: none"> <li>price skimming</li> <li>price penetration</li> <li>competitive pricing</li> <li>loss leader</li> <li>cost-plus.</li> <li>Students should have an understanding of the main</li> <li>features of pricing methods and the impact they will have on a business.</li> </ul> <p>Factors that influence pricing decisions, including:</p> <ul style="list-style-type: none"> <li>costs</li> <li>nature of the market</li> <li>degree of competition</li> <li>product life cycle.</li> </ul> <p>Product:</p> <p>Product differentiation:</p> <ul style="list-style-type: none"> <li>unique selling point (USP)</li> <li>brand image.</li> </ul>	<p>selection of employees</p> <ul style="list-style-type: none"> <li>The need for recruitment</li> <li>Methods of recruitment and selection of</li> <li>Employees</li> <li>Contracts of employment</li> </ul> <p>4.3 Motivating employees</p> <ul style="list-style-type: none"> <li>Importance of motivation in the workforce</li> <li>Methods to motivate staff</li> </ul> <p>4.4 Training</p> <ul style="list-style-type: none"> <li>Importance of training the workforce</li> <li>Types of training undertaken by businesses</li> </ul>	<p>entrepreneurship</p> <ul style="list-style-type: none"> <li>Dynamic nature of a business</li> </ul> <p>1.2 Business ownership</p> <ul style="list-style-type: none"> <li>Sole traders</li> <li>Partnerships</li> <li>Private limited companies (Ltd)</li> <li>Public limited companies (plc_)</li> <li>Not-for-profit organisations</li> </ul> <p>1.3 Setting business aims and objectives</p> <ul style="list-style-type: none"> <li>What are business aims and objectives?</li> <li>Purpose of setting objectives</li> <li>Role of objectives in running a business</li> <li>Changing objectives</li> <li>Use of objectives in judging success</li> </ul> <p>1.4 Stakeholders</p> <ul style="list-style-type: none"> <li>Main stakeholders of businesses</li> <li>Objectives of stakeholders</li> <li>Impact of business activity on stakeholders</li> <li>Impact and influence stakeholders have on businesses</li> </ul> <p>1.5 Business locations</p> <ul style="list-style-type: none"> <li>Factors influencing the location decision of a business</li> </ul> <p>1.6 Business Planning</p> <ul style="list-style-type: none"> <li>The purpose of business planning</li> <li>The main sections within a business plan</li> <li>Basic financial terms</li> <li>Basic financial calculations</li> </ul>	<p>Environmental considerations:</p> <ul style="list-style-type: none"> <li>Impact on traffic congestion</li> <li>Recycling</li> <li>Disposing of waste</li> <li>Noise and air pollution</li> </ul> <p>Sustainability:</p> <ul style="list-style-type: none"> <li>Global warming</li> <li>Using scarce resources</li> </ul> <p>2.3 The economic climate on business interest rates:</p> <ul style="list-style-type: none"> <li>how fluctuating interest rates can affect businesses that rely on overdrafts and loans for finance</li> <li>how fluctuating interest rates can affect consumer and business spending.</li> </ul> <p>Level of employment</p> <p>Consumer spending</p> <p>2.4 Globalisation</p> <p>How businesses compete internationally, offering:</p> <ul style="list-style-type: none"> <li>Better designs</li> <li>Higher quality products at lower prices</li> </ul> <p>Exchange rates</p> <p>2.5 Legislation</p> <ul style="list-style-type: none"> <li>Employment law</li> <li>Health and Safety law</li> <li>Consumer law</li> </ul> <p>2.6 Competitive environment</p> <ul style="list-style-type: none"> <li>Impact on business of operating in competitive markets</li> <li>Uncertainty and risks businesses face</li> </ul>	<ul style="list-style-type: none"> <li>Just in time (JIT)</li> <li>Just in case (JIC)</li> </ul> <p>Factors affecting choice of suppliers including:</p> <ul style="list-style-type: none"> <li>Price</li> <li>Quality</li> <li>Reliability</li> </ul> <p>The effects of procurement and logistics on a business, including:</p> <ul style="list-style-type: none"> <li>efficiency</li> <li>lower unit costs.</li> </ul> <p>The value of effective supply chain management, including:</p> <ul style="list-style-type: none"> <li>working with suppliers to ensure that key processes are running efficiently and cost effectively</li> <li>getting goods and services for the best price and value</li> <li>cutting any waste and unnecessary costs to create a streamlined process and fast production times.</li> </ul> <p>3.3 The concept of quality</p> <p>Consequences of quality issues</p> <p>Methods of maintaining consistent quality (Total quality management (TQM)</p> <p>Cost and benefits of maintaining quality:</p> <ul style="list-style-type: none"> <li>Additional sales</li> <li>Image/reputation</li> <li>Higher price</li> <li>Inspection costs</li> <li>Staff training</li> <li>Product recalls</li> <li>The provision of services</li> </ul> <p>3.4 Good customer services</p> <p>Methods of good service:</p> <ul style="list-style-type: none"> <li>product knowledge</li> <li>customer engagement (creating a positive experience for the customer)</li> </ul>
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		<p>The Product Life Cycle:</p> <ul style="list-style-type: none"> <li>• research and development</li> <li>• introduction</li> <li>• growth</li> <li>• maturity</li> <li>• decline</li> <li>• extension strategies:</li> <li>• updating packaging</li> <li>• adding more or different features</li> <li>• changing target market advertising</li> <li>• price reduction.</li> </ul> <p>Product portfolio</p> <p>Promotional methods: advertising, including:</p> <ul style="list-style-type: none"> <li>• newspapers</li> <li>• magazines</li> <li>• television</li> <li>• internet</li> <li>• billboards.</li> </ul> <p>PR</p> <ul style="list-style-type: none"> <li>• sales promotion</li> <li>• point of sales displays</li> <li>• 2 for 1 offers</li> <li>• free gifts</li> <li>• samples</li> <li>• coupons</li> <li>• competitions.</li> <li>• sponsorship</li> <li>• social media.</li> </ul> <p>Factors influencing the selection of the promotional mix:</p> <ul style="list-style-type: none"> <li>• finance available</li> <li>• competitor actions</li> <li>• the nature of the product or service</li> <li>• the nature of the market</li> <li>• target market.</li> </ul> <p>Reasons for promotion:</p> <ul style="list-style-type: none"> <li>• inform/remind customers about the</li> <li>• product</li> <li>• create or increase sales</li> </ul>		<p>1.7 Expanding a business</p> <ul style="list-style-type: none"> <li>• Methods of expansion</li> <li>• Benefits and drawbacks of expansion</li> <li>• Economies of scale</li> <li>• Diseconomies of scale</li> </ul>		<ul style="list-style-type: none"> <li>• post sales services (e.g. user training, help lines, servicing).</li> </ul> <p>Benefits of good customer service, including:</p> <ul style="list-style-type: none"> <li>• increase in customer satisfaction</li> <li>• customer loyalty</li> <li>• increased spend</li> <li>• profitability.</li> </ul> <p>Dangers of poor customer service, including:</p> <ul style="list-style-type: none"> <li>• dissatisfied customers</li> <li>• poor reputation via word of mouth</li> <li>• reduction in revenue.</li> </ul> <p>The ways in which advances in ICT have allowed customer services to develop:</p> <ul style="list-style-type: none"> <li>• websites</li> <li>• e-commerce</li> <li>• social media.</li> </ul>
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		<ul style="list-style-type: none"> <li>create or change the image of the product</li> <li>persuade customers to buy the product.</li> </ul> <p>Place (the different channels of distribution used by businesses):</p> <ul style="list-style-type: none"> <li>retailers</li> <li>wholesalers</li> <li>telesales.</li> </ul> <p>E-commerce and m-commerce</p> <p>Integrated nature of the marketing mix</p> <ul style="list-style-type: none"> <li>Using the marketing mix to inform and implement business decisions</li> </ul>				
<p><b>Skills</b></p> <p><b>Knowledge, Understanding and application</b></p> <ol style="list-style-type: none"> <li>use business terminology to identify and explain business activity</li> <li>apply business concepts to familiar and unfamiliar contexts</li> <li>develop problem solving and decision making skills relevant to business</li> <li>investigate, analyse and evaluate business opportunities</li> </ol>	<p>6.1 Students should be able to:</p> <ul style="list-style-type: none"> <li>understand the main internal and external sources of finance available (including family and friends, retained profit, a new share issue, obtaining a loan or mortgage, selling unwanted assets, overdrafts, trade credit, hire purchase and government grants)</li> <li>analyse the advantages and disadvantages of each method for a given situation</li> <li>evaluate the suitability of sources of finance for new and established businesses.</li> </ul> <p>6.2 Students should be able to:</p> <ul style="list-style-type: none"> <li>understand the</li> </ul>	<p>5.1 Students should understand the importance of identifying and satisfying customer needs, in order to:</p> <ul style="list-style-type: none"> <li>provide a product or service that customers will buy</li> <li>increase sales</li> <li>select the correct marketing mix</li> <li>avoid costly mistakes</li> <li>be competitive.</li> </ul> <p>5.2 Students should understand how and why different businesses use segmentation to target customers, including:</p> <ul style="list-style-type: none"> <li>gender</li> <li>age</li> <li>location</li> <li>income.</li> </ul> <p>5.3 Students should have an understanding of the</p>	<p>4.1 Students should be able to understand:</p> <ul style="list-style-type: none"> <li>internal organisational structures, span of control,</li> <li>chain of command, layering and delegation</li> <li>why businesses have internal organisational structures, including an understanding of different</li> <li>job roles and responsibilities throughout the business</li> <li>the impact that having a tall or flat organisational structure has on how a business is managed</li> <li>how organisational structure may affect the different</li> </ul>	<p>1.1 Students should be able to:</p> <ul style="list-style-type: none"> <li>understand what a business is and the reasons for starting a business (including producing goods, supplying services, distributing products, fulfilling a business opportunity and providing a good or service to benefit others)</li> <li>understand the difference between goods and services, needs and wants</li> <li>understand the meaning of factors of production – land, labour, capital, enterprise define opportunity cost</li> <li>define the three sectors of primary, secondary and tertiary and give examples of types of</li> </ul>	<p>2.1 Students should understand the impact of the changing use of ICT and how it influences business activity.</p> <p>E-commerce to access wider markets. Digital communication changing the way businesses communicate with stakeholders. Students are expected to know relevant examples of digital technology/ communication.</p> <p>2.2 Students should be able to identify and analyse where there may be a possible tradeoff between ethics and profit. Ethical behaviour requires businesses to act in ways that stakeholders consider to be both fair and honest. Students are expected to</p>	<p>3.1 Students should be familiar with job and flow production methods and understand when each is appropriate.</p> <p>Students should consider how production might be made more efficient by the use of lean production techniques.</p> <p>3.2 Students should be able to evaluate the use of managing stock using JIT for a given business.</p> <p>Students should recognise that the benefits of reduced costs must be balanced against the cost of more frequent deliveries and lost purchasing economies of scale.</p> <p>The benefits of having spare stock to satisfy demand balanced against the cost of holding buffer stock.</p>



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<p>5. s and issues make justified decisions using both qualitative and quantitative data including its selection, interpretation, analysis and evaluation, and the application of appropriate quantitative skills.</p> <p>6.</p>	<p>difference between variable costs, fixed costs and total costs</p> <ul style="list-style-type: none"> <li>understand the concept of revenue, costs, profit and loss</li> <li>understand the main investment projects that businesses undertake, including investment in new machinery, buildings and vehicles and be able to calculate the average rate of return for these projects</li> <li>understand the meaning of the term break-even output and interpret break-even charts</li> <li>identify the break-even level of output and margin of safety from a break-even chart</li> <li>evaluate the value of using break-even analysis to a business.</li> </ul> <p><i>(NB: Students will not be expected to draw break-even charts or use the break-even formula.)</i></p> <p>6.3 Students should be able to:</p> <p>7. understand the importance of financial statements for assessing business performance and helping make business decisions</p> <p>8. identify the main components of the income statement and the statement of financial position</p> <p>9. understand the difference between</p>	<p>main features of pricing methods and the impact they will have on a business.</p> <p>5.4 Students should be able to understand the main features of pricing methods and the impact they will have on a business.</p> <p>Students should be able to recognise the factors, internal and external, which might influence the pricing decision, particularly as businesses grow and expand. They should be able to evaluate the factors and use them to assess the suitability of pricing methods for a given business.</p> <p>Students should have an understanding of the basic relationship between price and demand i.e. as prices rise demand is likely to fall.</p> <p>Students should understand the benefits and risks of developing new products.</p> <p>Students should understand the importance of product design, image and the needs of the target market when designing new products.</p> <p>Students should appreciate the significance of having a USP in a competitive market and the importance of a</p>	<ul style="list-style-type: none"> <li>ways of communication.</li> </ul> <p>4.2 Students should be able to:</p> <ul style="list-style-type: none"> <li>understand the difference between internal and external recruitment and the benefits and drawbacks</li> <li>of each approach</li> <li>outline the main stages in the recruitment and selection process, including an understanding of job analysis, job description, person specification, and selection methods</li> <li>analyse the benefits of having an effective recruitment and selection process for a business, including high productivity, high quality output or customer service and staff retention</li> <li>understand the difference between part time and full time contracts, job share and zero hour contracts</li> <li>understand the benefits of full and part time employment.</li> </ul> <p>4.3 Students should be able to:</p> <ul style="list-style-type: none"> <li>understand the benefits of a motivated workforce, such as</li> </ul>	<p>business that operate in each sector</p> <ul style="list-style-type: none"> <li>understand the term enterprise and what is meant by an entrepreneur</li> <li>outline the characteristics of an entrepreneur, such as hard working, innovative, organised and willingness to take a risk</li> <li>outline the objectives of an entrepreneur, including to be their own boss, flexible working hours, to pursue an interest, earn more money, identify a gap in the market and dissatisfaction with current job</li> <li>understand that businesses face a constantly changing business environment due to changes in technology, economic situation, legislation and environmental expectations.</li> </ul> <p>1.2 Students should be able to:</p> <ul style="list-style-type: none"> <li>understand the different legal structures that businesses adopt</li> <li>analyse the benefits and drawbacks of each legal structure (including issues such as management and control, sources of finance available, liability and distribution of profits)</li> </ul>	<p>know relevant examples of ways in which a business can behave ethically and the benefits and drawbacks of ethical behaviour.</p> <p>Students should be able to demonstrate knowledge and understanding of how business and consumers accept greater environmental responsibility in their decision making and the costs and benefits of businesses behaving this way.</p> <p>Students should be able to identify and analyse where there may be a possible trade-off between sustainability and profit.</p> <p>2.3 Students should be able to demonstrate and understand how businesses might be affected by changes in the rate of interest.</p> <p>Students should be able to identify how and why businesses might be affected by changes in levels of employment.</p> <p>Students should be able to discuss how demand for products and services may change as incomes fluctuate. Economic theory relating to how/why interest rates change is not required.</p> <p>2.4 Students should be able to demonstrate knowledge and understanding of globalisation and the benefits and drawbacks that it offers UK</p>	<p>Students will not be asked to draw or interpret stock control charts.</p> <p>Students should be able to analyse the factors that affect the choice of supplier for a given business.</p> <p>Students should understand what procurement and logistics are and their effect on a business.</p> <p>Students should recognise that the benefits of reduced costs must be balanced against the quality of service. Students should understand what a supply chain is and recognise the benefits of managing an effective supply chain.</p> <p>3.3 Students should have an understanding of customer expectations of quality in terms of production of goods and the provision of services. How businesses identify quality problems and how businesses measure quality and the consequences of these issues.</p> <p>Students should be aware of the methods of maintaining consistent quality and be able to identify the advantages to a business of using TQM.</p> <p>Students should be aware of the possible quality issues as businesses grow, particularly if outsourcing and franchising is used.</p> <p>3.4 Students should understand the sales process.</p> <p>Students should be able to</p>
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	<p>assets and liabilities and that the statement of financial position is a snapshot in time</p> <p>10. make judgements on the performance of a business through the interpretation of the information contained in income statements</p> <p>11. consider current performance, performance against previous years, performance against competitors and performance from the perspective of a range of stakeholders</p> <p>12. calculate gross profit margin and net profit margin to help assess financial performance.</p> <p><i>(NB: Students will not be given formulae in an exam.)</i></p>	<p>good brand image.</p> <p>Students should have an understanding of the product life cycle and demonstrate how demand for a product or service might change over time.</p> <p>Students should be able to evaluate the effectiveness of extension strategies and when they would be suitable.</p> <p>Students should understand how and why businesses might broaden and balance their product portfolio using the Boston Matrix.</p> <p>Students should be able to identify and explain the four categories of the Boston Box.</p> <p>Students should be familiar with the promotional methods which are likely to be used by a given business.</p> <p>Students should appreciate the benefits and drawbacks of promotional methods used by businesses.</p> <p>Students should be able to analyse factors influencing the selection of the promotion mix to assess their suitability for a given business.</p> <p>Students should be familiar with the different channels of distribution used by businesses to gain access to potential customers.</p>	<p>staff retention and high productivity</p> <ul style="list-style-type: none"> <li>understand the use of financial methods of motivation (including an understanding of the main methods of payment including salary, wage, commission and profit sharing)</li> <li>understand the use of non-financial methods of motivation, including styles of management, importance of training and greater responsibility, fringe benefits.</li> </ul> <p><i>(NB: Specific motivational theories (such as Maslow) will not be examined.)</i></p> <p>4.4 Students should be able to:</p> <ul style="list-style-type: none"> <li>explain the benefits of training employees for a business, including increased productivity, ability to deal with changes in technology, increased motivation, staff retention, production of high quality goods and good customer service</li> <li>understand the methods of training undertaken by businesses, including induction training, on the job training and off the</li> </ul>	<ul style="list-style-type: none"> <li>understand the concept of limited liability and which legal structures benefit from this</li> <li>evaluate which legal structure would be most appropriate for a variety of business examples, including new start-up businesses and large established businesses.</li> </ul> <p><i>(NB: Students are not expected to have an understanding of the legal process of incorporation.)</i></p> <p>1.3 Students should be able to:</p> <ul style="list-style-type: none"> <li>understand the main aims and objectives for businesses: survival, profit maximisation, growth (domestic and international), market share, customer satisfaction, social and ethical objectives and shareholder value</li> <li>understand the role of objectives in running a business</li> <li>understand how and why the objectives set will differ between businesses (reasons include the size of the business, level of competition faced and type of business (not-for-profit organisations))</li> <li>understand how and why the objectives set may change as businesses evolve.</li> </ul>	<p>businesses.</p> <p>Students should understand the impact of exchange rates on the profit and sales of those businesses that import and/or export. They will not be asked to calculate exchange rate conversions.</p> <p>2.5 Students should be able to assess the impact of legislation on businesses, for example cost, training needs, recruitment and the consequences of failure to follow legislation for the business.</p> <p>Students should be aware of the benefits for providing a safe working environment. Employment law including:</p> <ul style="list-style-type: none"> <li>national minimum wage/living wage</li> <li>The Equality Act (2010).</li> <li>Health and safety law including: the Health and Safety at Work Act (1974).</li> <li>Consumer law including trade descriptions.</li> </ul> <p><i>(NB: Only brief knowledge of each law is needed. More emphasis should be placed on the effects of the legislation on businesses.)</i></p> <p>2.6 Students should be able to:</p> <ul style="list-style-type: none"> <li>understand the meaning of a market and competition</li> <li>analyse potential impacts of competition on businesses and</li> </ul>	<p>understand the importance of providing good service to customers and analyse the techniques businesses use to provide good customer service.</p>
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	<p>Students should be able to analyse the appropriateness of each distribution method for a given scenario.</p> <p>Students should be able to analyse the growing importance of e-commerce and m-commerce and how it can extend the reach of businesses to include international markets.</p> <p>Students should be able to identify the benefits and drawbacks of a business using e-commerce and m-commerce.</p> <p>Students should be aware of the importance of the four elements and how they work together. Students should be able to recommend appropriate marketing activities for a given business.</p> <p>Students should be able to recognise how the marketing mix evolves over time and evaluate how businesses may react to this.</p>	<ul style="list-style-type: none"> <li>job training</li> <li>explain the benefits of induction training</li> <li>analyse the benefits and drawbacks of on the job and off the job training and evaluate which would be the most appropriate method for a variety of businesses.</li> </ul>	<ul style="list-style-type: none"> <li>Students should consider how the objectives of larger more established businesses might differ from smaller start-up businesses, eg becoming the dominant business in the market, international expansion, increasing shareholder value and ethical and environmental considerations</li> <li>understand the success of a business can be measured in other ways than profit.</li> </ul> <p>1.4 Students should be able to:</p> <ul style="list-style-type: none"> <li>understand what is meant by a stakeholder and who the main stakeholders of a business are, including owners, employees, customers, local community and suppliers</li> <li>understand stakeholders' main objectives including maximising pay for workers, minimizing environmental impact on local community and high dividend payments for owners</li> <li>understand the impact and influence stakeholders have on businesses and their objectives and how businesses may face conflict between stakeholders.</li> </ul>	<p>identify situations when businesses face minimal or no competition</p> <ul style="list-style-type: none"> <li>understand the risks businesses face and the reasons why all businesses face uncertainty</li> <li>understand the reason why entrepreneurs embark on running businesses and the activities businesses can undertake to minimise risks.</li> </ul>	
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1.5 Students should be able to understand the factors that influence where a business is located, including proximity to the market, availability of raw materials, labour, competition and costs.

1.6 Students should be able to:

- understand the reasons why businesses create plans, including importance in setting up a new business, raising finance, setting objectives and detailing how functions of a business will be organized
- understand the main sections of a business plan
- analyse the benefits and drawbacks of business planning  
understand the difference between variable costs, fixed costs and total costs
- understand the concept of revenue, costs, profit and loss.

*(NB: Students will not be expected to write a business plan.)*

1.7 Students should be able to:

- discuss the advantages and disadvantages of methods of growth
- understand the methods used by businesses when expanding (organic growth through franchising, opening





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				<p>new stores and expanding through e-commerce, outsourcing and external growth through mergers and takeovers)</p> <ul style="list-style-type: none"> <li>• understand the benefits of growth in terms of unit cost advantages due to economies of scale and the drawbacks of growth due to diseconomies of scale</li> <li>• understand the meaning of purchasing and technical economies of scale</li> <li>• understand that with growth businesses increase the risk of diseconomies of scale occurring due to poor communication, coordination issues and reduced staff motivation</li> <li>• calculate and interpret average unit costs.</li> </ul>		
<p><b>Assessment</b></p> <p><i>NB: Formative assessment will be completed for single extended written answers in the outlined marking points. Self and peer assessment will be used to complete marking for some elements of the case studies and mocks.</i></p>	<p><b>Marking Point 1</b> 6.1 Sources of finance - Case study - Mantra Ltd <i>Page 275 Business Text Book</i> Assess using page 275 of the Answer Guide</p> <p><b>Marking Point 2</b> 6.2 Cash Flow – Case study - Kimmi's Garage <i>Page 285 Business Text Book</i> Assess using page 147-148 Answer Guide</p> <p><b>Marking Point 3 – Mini Mock</b> (50 marks)</p> <p><i>Business Text Book Quick questions:</i> 6.1 Page 274 Q2, 3 (5 marks) 6.2 Page 284 Q2-5 (5 marks)</p>	<p><b>Marking Point 1</b> 5.3 Identifying and understanding customers Case Study – BHS <i>Page 217 Business Text book</i> Assess using page 110-111 of the Answer Guide</p> <p><b>Marking Point 2</b> 5.3 The purpose and methods of market research – Case study – Anna's Gardens <i>Page 223 Business Text Book</i></p> <p><i>Self or Peer-Assessment</i> <i>Revision Summary Q13 to 24</i> <i>page 70 of the revision workbook</i></p> <p>13. Sketch a graph of a</p>	<p><b>Marking Point 1</b> 4.1 Organisational structures – Case study – Apple <i>Page ...</i> Assess using the Answer Guide</p> <p><b>Marking Point 2</b> 4.2 Recruitment and selection of employees – Case study – Swaledale Hotel Group <i>Page ...</i> Assess using the Answer Guide</p> <p><b>Marking Point 3 – Mini Mock</b> 50 Marks</p> <p><i>Business Text Book: Quick questions</i></p>	<p><b>Marking Point 1</b> 1.1 The purpose and nature of business – Case Study – Elon Musk <i>Page 9 Business Text Book</i> Assess using the Answer Guide</p> <p><b>Marking Point 2</b> 1.2 Business Ownership – Case study – Snapchat <i>Page 19 Business Text Book</i> Assess using the Answer Guide</p> <p><i>Self or Peer-Assessment</i> <i>Revision Summary Q13 to 24</i> <i>page 18 of the revision workbook</i></p> <p>13. Identify disadvantages of being a public limited company v private</p>	<p><b>Marking Point 1</b> 2.1 Technology – Case study – BT <i>Page 67 Business Text Book</i> Assess using the Answer Guide</p> <p><b>Marking Point 2</b> 2.3 Ethical and environmental considerations – Case study - Deliveroo <i>Page 81 Business Text Book</i> Assess using the Answer Guide</p> <p><b>Marking Point 3 – Mini Mock</b> 50 marks</p> <p><i>Business Text Book Quick Questions</i> 2.5 Page 116 Q1-6 (10 marks) 2.6 Page 126 Q1-5 (10 marks) Assess using Answer Guide</p>	<p><b>Marking Point 1</b> 3.1 Production Process – Case study – Bonobos <i>Page 138 Business Text Book</i> Assess using Answer Guide</p> <p><b>Marking Point 2</b> End of year exam (AQA Sample paper 1 and 2) 90 marks each.</p> <p><i>Self or Peer-Assessment</i> <i>Revision Summary Q11 to 20</i> <i>page 41 of the revision workbook</i></p> <p>10. Define flow of production 11. Give an example of 'flow production' 12. Give an advantage of flow production over job production 13. What does lean production</p>







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	<p>6.3 Page 296 Q1-3 (5 marks) 6.4 Page 309 Q1-2 (5 marks) Assess using relevant pages of the Answer Guide</p> <p>6.3 Financial Terms and calculations – Case study – A Sweet Business (6 + 9 marks) Page 297 Business Text Book Assess using Page 152-153 Answer Guide</p> <p>6.4 Analysing the financial performance of a business – Case Study (6 + 9 marks) Page 309-310 Business Text Book Assess using Page ,,,,, Answer Guide</p> <p>Self or Peer-Assessment Revision Summary Q11 to 20 page 87 of the revision workbook</p> <ol style="list-style-type: none"> <li>11. Find the break-even output on a given chart</li> <li>12. Identify margin of safety</li> <li>13. Identify disadvantages of break-even analysis</li> <li>14. Define net cash flow</li> <li>15. Identify cash flow and closing balance formula</li> <li>16. Describe how credit can affect a business</li> <li>17. Identify reasons for poor cash flow</li> <li>18. Describe reasons for poor cash flow</li> <li>19. Identify the formula for gross profit</li> <li>20. Identify information that can be found on a profit and loss account</li> </ol>	<p>product during a given life-cycle</p> <ol style="list-style-type: none"> <li>14. Describe the purpose of an extension strategy</li> <li>15. Identify different types of extension strategies</li> <li>16. Explain the term 'product portfolio'</li> <li>17. Sketch and label a Boston Matrix diagram</li> <li>18. Identify ways to broaden a product portfolio</li> <li>19. State three benefits of developing new products</li> <li>20. Identify risks when developing new products</li> <li>21. Explain the importance of 'brand image'</li> <li>22. Other than brand image, describe another way to differentiate from competitors</li> <li>23. Explain how costs influence price</li> <li>24. Give three internal factors that influence pricing decisions</li> <li>25.</li> </ol>	<p>4.1 Page 173 Q2, 3 (5 marks) 4.2 Page 187 Q1-3 (5 marks) 4.3 Page 197 Q1-2, 7 (5 marks) 4.4 Page 205 Q1-2 (5 marks) Assess using page 147-148 Answer Guide</p> <p>4.3 Motivating Employees – Case study – Amil's workforce (6+9) Page 197 Business Text Book</p> <p>4.4 Training – Case Study – John Lewis Partnership (6+9) Page 206 Business Text Book</p> <p>Self or Peer-Assessment Revision Summary Q12 to 22 page 52 of the revision workbook</p> <ol style="list-style-type: none"> <li>12. Give an advantage to an employer of part-time staff</li> <li>13. Define job-sharing</li> <li>14. Describe benefits of zero hour contracts</li> <li>15. Define job descriptions</li> <li>16. Define person specification</li> <li>17. Explain advantages of recruiting internally rather than externally</li> <li>18. Explain why recruitment and selection is important for customer service</li> <li>19. Explain the benefits of using an application form over a CV</li> <li>20. Describe why interviews are used in recruitment</li> <li>21. Identify other methods of shortlisting candidates</li> <li>22. Describe the purpose of induction training</li> </ol>	<ol style="list-style-type: none"> <li>14. Define not-for-profit</li> <li>15. Analyse social enterprise financial control compared to a charity</li> <li>16. Describe business aims</li> <li>17. Describe the difference between aims and objectives</li> <li>18. Analyse the objectives of a start-up compared to an established business</li> <li>19. Define the term stakeholder</li> <li>20. State possible stakeholders for a business</li> <li>21. State the equation to calculate revenue</li> <li>22. Describe the impact on variable costs it expanded its output</li> <li>23. Give examples of fixed costs</li> <li>24. Identify advantages of writing a business plan</li> </ol>	<p>2.3 The economic climate of a business – Case study – USA Interest rates Page 93 Business Text Book Assess using Answer Guide</p> <p>2.4 Globalisation – Case study – Tata Steel Page 105-106 Business Text Book Assess using Answer Guide</p> <p>Self or Peer-Assessment Revision Summary Q12 to 22 page 31 of the revision workbook</p> <ol style="list-style-type: none"> <li>12. Explain why working ethically might reduce profits</li> <li>13. State ways a business can reduce damage to the environment</li> <li>14. Explain how can businesses become more sustainable</li> <li>15. Identify how business can reduce the impact on global warming</li> <li>16. State negative impacts of unemployment of business</li> <li>17. Explain the impact to a business of prices rises that are faster than incomes</li> <li>18. Explain what happens to consumer spending when interest rates fall Explain how a business with lots of loans will be affected by rising interest rates</li> <li>20. Describe the term market</li> <li>21. Describe how a competitive market can affect a business</li> </ol>	<ol style="list-style-type: none"> <li>14. Explain the 'JIT' method</li> <li>15. Give an advantage of 'JIT' stock control</li> <li>16. Explain why a business might use 'JIC' instead of 'JIT'</li> <li>17. Give reasons why businesses should give customers quality products</li> <li>18. Identify associated costs of maintaining quality standards</li> <li>19. Explain the benefit of spotting quality control during production</li> <li>20. Describe 'TQM'</li> </ol>
<p><b>Cultural Enrichment</b></p>	<p><b>READ</b> AQA GCSE (9-1) Second Edition Business, Malcolm Surridge, Andrew Gillespie (Pages 263–313)</p> <p>Students could also read the Financial Times. Copies will be brought to class.</p>	<p><b>READ</b> AQA GCSE (9-1) Second Edition Business, Malcolm Surridge, Andrew Gillespie (Pages 211-262)</p> <p>Following the CHS Reading methods</p>	<p><b>READ</b> AQA GCSE (9-1) Second Edition Business, Malcolm Surridge, Andrew Gillespie (Pages 163-209)</p> <p>Relate – will be used from the CHS Reading</p>	<p><b>READ</b> AQA GCSE (9-1) Second Edition Business, Malcolm Surridge, Andrew Gillespie (Pages 1-56)</p> <p>Forming Opinions from the CHS Reading model - Building Connections</p>	<p><b>READ</b> AQA GCSE (9-1) Second Edition Business, Malcolm Surridge, Andrew Gillespie (Pages 57-129)</p> <p>Predict will be used CHS Reading methods. Students will look at an</p>	<p><b>READ</b> AQA GCSE (9-1) Second Edition Business, Malcolm Surridge, Andrew Gillespie (Pages 131-162)</p> <p>Ask Questions for the CHS Reading methods will be used. Students will be given</p>



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	<p>As part of the Chorlton Reading Strategies, students will be supported in learning new vocabulary via decoding. Before having students work on breaking down the text, it is helpful to go over specific decoding strategies. You may want to post the following “reading reminders” on the board: Circle words that are unfamiliar. Use context clues to help define - including prefixes/ suffixes. Look up the meaning of unknown words. Write synonyms for these new words in the text. Underline important places and people and identify. Read aloud.</p> <p><b>WATCH</b> Students can watch a documentary about the ‘Global Financial Meltdown’ of 2008 <a href="https://www.youtube.com/watch?v=VQzEWeGJLPO">https://www.youtube.com/watch?v=VQzEWeGJLPO</a></p> <p><b>VISIT</b> See below</p>	<p>students will gather Key Information vGroup together five key concepts. Put the concept in your own words. Explain why the concept is important make connections to other concepts.</p> <p><b>WATCH</b> Students will watch a TED talk from Morgan Spurlock about Brand Marketing <a href="https://www.youtube.com/watch?v=Y2vjfcp1as">https://www.youtube.com/watch?v=Y2vjfcp1as</a></p> <p><b>VISIT</b> See below</p>	<p>methods; ask them to list all the ways this is relevant to what they know about the world. Share with the class.)</p> <p><b>WATCH</b> Students will watch a TED talk given by Richard St. John on the traits of successful people. <a href="https://www.youtube.com/watch?v=NOI0v54DaXo">https://www.youtube.com/watch?v=NOI0v54DaXo</a></p> <p><b>VISIT</b> See below</p>	<ul style="list-style-type: none"> <li>Use visual clues or key words that students could explore</li> <li>Create emotional connections</li> <li>Discuss your own opinions</li> <li>Put yourself in their shoes</li> <li>Question students to further opinions</li> </ul> <p><b>WATCH</b> Students will watch the Richard Branson ‘Raw Instinct’ Documentary, as an inspirational businessman and investor. <a href="https://www.youtube.com/watch?v=pS13ks5_JXM">https://www.youtube.com/watch?v=pS13ks5_JXM</a></p> <p><b>VISIT</b> See below</p>	<p>image related to the text and they are to predict what the text might tell them.</p> <p><b>WATCH</b> Students will watch a documentary called ‘Inside Jeff Bezos; Rising Amazon Empire (Documentary) 2017 <a href="https://www.youtube.com/watch?v=YXzK8S9ZrG4">https://www.youtube.com/watch?v=YXzK8S9ZrG4</a></p> <p><b>VISIT</b> See below</p>	<p>a question before reading that allows them to consider what they will read. During reading students will pause and answer the question. With each pause the answers can be more developed.</p> <p><b>WATCH</b> Students will watch a documentary called ‘Ethically Sourcing Cola is Changing Lives in Sierra Leone’ <a href="https://www.youtube.com/watch?v=rHlNkZ7ooFc">https://www.youtube.com/watch?v=rHlNkZ7ooFc</a></p> <p><b>VISIT</b> See below</p>
<p><b>Character</b></p>	<p> QofS – Optimism</p> <p>Students will be asked to use a learning wheel to reflect on their strengths and weaknesses for the course. They will then be asked to create 3 SMART targets to help them close the gaps.</p>	<p> QofS – Empathy</p> <p>Students will be asked to reflect on the impact of e-commerce and monopolies and the impact this has had on smaller/high street businesses. They can link this to a broader impact on Employment rates and Enterprise.</p>	<p> QofS – Creativity &amp; Curiosity</p> <p>Students will be asked to take part in mock interviews.</p>	<p> QofS – Responsibility &amp; Reflection</p> <p>Students should reflect on their learning wheel for a second time, to track any progress or outstanding gaps, to help prepare for their final exam.</p>	<p> QofS – Practice &amp; Resiliency</p> <p>Students will be completing their final mini mock of the year in order to prepare for the end of year mock.</p>	<p> QofS – Motivation</p> <p>Students will be rewarded with an in school activity for those who have made progress (not based solely on attainment). This will be pitched early in the year as an incentive. Students should also be feeling more confident about their knowledge of the course.</p>