

Curriculum Intent

Business is a new subject for students and we hope that it will enthuse them about the world of business, its significance to society and the role they play as consumers. Many students then take the subject at A level with us. Students will learn about the different types of business that can be set up in the real world and the importance of providing what their customers want. They will learn about the importance of issues such as managing their supplies, identifying if a profit has been made, getting the best out of their workers and how the outside world affects a business. Students apply their knowledge and understanding to different business contexts ranging from small enterprises to large multinationals and businesses operating in local, national and global contexts. Students develop an understanding of how these contexts impact on business behaviour and decision making.

Students will apply their knowledge and understanding to business decision making including:

- the interdependent nature of business activity, influences on business, business operations, finance, marketing and human resources, and how these interdependencies underpin business decision making
- how different business contexts affect business decisions
- the use and limitation of quantitative and qualitative data in making business decisions.

The specification requires students to draw on the knowledge and understanding to:

- use business terminology to identify and explain business activity
- apply business concepts to familiar and unfamiliar contexts
- develop problem solving and decision making skills relevant to business
- investigate, analyse and evaluate business opportunities 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.

This is a new subject to KS4 students so whilst there is no prior academic learning to draw on, there is much to draw on from students' own experiences as consumers and citizens. Students will have also participated in the Year 9 Enterprise Day which is a great introduction to many of the topics and concepts which are studied in GCSE Business. The rationale behind the order of teaching and how this creates opportunities to build on previous topics, is explained in red.

Implementation

Year		Term		Content
10	3.1 Business in the real world	Autumn	1	<p>3.1.1.The purpose and nature of businesses:</p> <ul style="list-style-type: none"> • Purpose of business • Reasons for starting a business • Basic functions and types of business • Business enterprise and entrepreneurship • Dynamic nature of business <p>Always a starting point for any business course; why do businesses exist and why must they be able to change to respond to changes in society and hence dynamic.</p> <p>3.1.2 Business ownership:</p> <ul style="list-style-type: none"> • Sole traders • Partnerships • Private limited companies (ltd) • Public limited companies (plc) • Not-for-profit organisations • Setting business aims and objectives <p>3.1.3 Setting Business aims and objectives What are business aims and objectives:</p> <ul style="list-style-type: none"> • Purpose of setting objectives • Role of objectives in running a business • Changing objectives • Use of objectives in judging success <p>This unit of work sets the foundations for many of the subsequent topics. Understanding the difference between a business with limited or unlimited liability is important for linking to the objectives a business may have, its potential sources of finance and how it is organised internally.</p>
		Autumn	2	<p>3.1.4 Stakeholders:</p> <ul style="list-style-type: none"> • Main stakeholders of businesses • Objectives of stakeholders • Impact of business activity on stakeholders • Impact and influence stakeholders have on businesses <p>Understanding that different stakeholders have differing objectives from a business is an opportunity to revisit types of ownership.</p> <p>3.1.5 Business location:</p> <ul style="list-style-type: none"> • Factors influencing the location decision of a business <p>This forms a logical introduction to the need to plan and why expansion may become necessary</p> <p>3.1.6 Business planning</p>

			<ul style="list-style-type: none"> • The purpose of business planning • The main sections within a business plan • Basic financial terms • Basic financial calculations <p>The main topic of finance is studied later in the course as there are some challenging concepts such as interpreting data from financial statements, but at this stage, the ability to identify different sorts of costs, calculating revenue and profit is a good introduction to finance. The calculation elements are best revisited again to embed the concepts firmly and lead to deep understanding by the end of the course.</p> <p>3.1.7 Expanding a business:</p> <ul style="list-style-type: none"> • Methods of expansion • Benefits and drawbacks of expansion • Economies of scale • Diseconomies of scale <p>With some prior knowledge of costs, students can better understand economies of scale.</p>
			End of unit 3.1 Assessment
3.3 Business Operations	Spring	3	<p>3.3.1 Production processes:</p> <p>Methods of production:</p> <ul style="list-style-type: none"> • job • flow. <p>Efficiency in production:</p> <ul style="list-style-type: none"> • lean production • just in time (JIT). <p>3.3.2 The Role of Procurement</p> <p>Managing stock:</p> <ul style="list-style-type: none"> • Just in time (JIT) • Just in case (JIC). <p>Factors affecting choice of suppliers including:</p> <ul style="list-style-type: none"> • price • quality • reliability. <p>The effects of procurement and logistics on a business, including:</p> <ul style="list-style-type: none"> • efficiency • lower unit costs. <p>The value of effective supply chain management, including:</p> <ul style="list-style-type: none"> • working with suppliers to ensure that key processes are running efficiently and cost effectively • getting goods and services for the best price and value • cutting any waste and unnecessary costs to create a streamlined process and fast production times. <p>This unit of work falls logically here as students now understand that businesses may operate at different sizes and can put the concepts into the context of different types of</p>

			business and their knowledge of the importance of costs is reinforced.
	Spring	4	<p>3.3.3 The concept of quality Consequences of quality issues Methods of maintaining consistent quality: Total quality management (TQM) Costs and benefits of maintaining quality:</p> <ul style="list-style-type: none"> • additional sales • image/reputation • higher price • inspection costs • staff training • product recalls • the provision of services. <p>Quality is the logically follow on to deciding at what scale production will take place and leads into customer service. Students own experiences as consumers help to deepen their understanding of this topic.</p> <p>3.3.4 Good Customer Service Methods of good service:</p> <ul style="list-style-type: none"> • product knowledge • customer engagement (creating a positive experience for the customer) • post sales services (eg user training, help lines, servicing). <p>Benefits of good customer service, including:</p> <ul style="list-style-type: none"> • increase in customer satisfaction • customer loyalty • increased spend • profitability. <p>Dangers of poor customer service, including:</p> <ul style="list-style-type: none"> • dissatisfied customers • poor reputation via word of mouth • reduction in revenue. <p>The ways in which advances in ICT have allowed customer services to develop:</p> <ul style="list-style-type: none"> • websites • e-commerce • social media. <p>Customer service is an opportunity to revisit the size of businesses; the way service is dealt with will differ from the sole trader to the large plc. Franchising is learnt during expansion and quality and can be revisited here, as franchises bring their own issue with service and uniformity.</p>
			End of Unit 3.3 Assessment
3.5 Marketing	Summer	5	<p>3.5.1 Identifying and understanding customers The importance of identifying and satisfying customer needs 3.5.2 Segmentation Types of segmentation 3.5.3 The purpose and methods of market research</p>

			<p>Purpose of market research</p> <p>Collect information about:</p> <ul style="list-style-type: none"> • demand • competition • target market. <p>Methods of market research to include primary and secondary:</p> <ul style="list-style-type: none"> • questionnaires • surveys • interviews • focus groups • internet research • printed press eg newspapers <p>Use of market research: information that may help decision making</p> <p>3.5.4 The elements of the marketing mix: price, product, promotion and place (4Ps)</p> <p>Pricing methods, including:</p> <ul style="list-style-type: none"> • price skimming • price penetration • competitive pricing • loss leader • cost-plus. <p>The factors that influence pricing decisions, including:</p> <ul style="list-style-type: none"> • costs • nature of the market • degree of competition • product life cycle.
	Summer	6	<p>Product</p> <p>Product differentiation:</p> <ul style="list-style-type: none"> • unique selling point (USP) • brand image. • The product life cycle: • research and development • introduction • growth • maturity • decline • extension strategies: • updating packaging • adding more or different features • changing target market • advertising • price reduction. <p>Product portfolio</p> <p>Promotional methods:</p> <ul style="list-style-type: none"> • advertising, including: • newspapers

				<ul style="list-style-type: none"> • magazines • television • internet • billboards. • PR • sales promotion • point of sales displays • 2 for 1 offers • free gifts • samples • coupons • competitions. • sponsorship • social media. <p>Factors influencing the selection of the promotional mix:</p> <ul style="list-style-type: none"> • finance available • competitor actions • the nature of the product or service • the nature of the market • target market. <p>Reasons for promotion:</p> <ul style="list-style-type: none"> • inform/remind customers about the product • create or increase sales • create or change the image of the product • persuade customers to buy the product. <p>Place (the different channels of distribution used by businesses):</p> <ul style="list-style-type: none"> • retailers • wholesalers • telesales. <p>E-commerce and m-commerce</p> <p>Integrated nature of the marketing mix</p> <p>Using the marketing mix to inform and implement business decisions.</p> <p>Marketing is a topic that students can understand from some of their own experiences so this can create a rich source of context that the learning can be applied.</p> <p>It is also an opportunity at this time of year to pull together marketing concepts into a marketing project. This is also an opportunity to revisit topics such as types of business ownership, types of production and quality issues.</p>
				Year 10 examination and Marketing project to revisit and reinforce learning this year.
11	3.4 Human Resources	Autumn	1	<p>3.4.1 Organisational structures</p> <ul style="list-style-type: none"> • Organisational structures • Appropriateness of organisational structures • Centralisation and decentralisation <p>3.4.2 Recruitment and selection of employees</p> <ul style="list-style-type: none"> • The need for recruitment • Methods of recruitment and selection of employees • Contracts of employment <p>3.4.3 Motivating employees</p>

			<ul style="list-style-type: none"> • Importance of motivation in the workforce • Methods to motivate staff <p>3.4.4 Training</p> <ul style="list-style-type: none"> • Importance of training the workforce • Types of training undertaken by businesses <p>This topic is taught in year 11 as students have a good understanding of the size and type of organisation and the desire for growth. The HR learning can then be better understood with that prior learning.</p> <p>End of 3.4 Unit assessment</p> <p>3.6.1 Sources of finance</p> <ul style="list-style-type: none"> • Methods businesses use to raise finance • Appropriateness of sources of finance <p>This topic links with liability and unlimited liability from Year 10 so is an opportunity to revisit this prior learning. Students can appreciate which forms of finance are most appropriate for each type of ownership.</p>
3.6 Finance	Autumn	2	<p>3.6.2 Cash flow</p> <ul style="list-style-type: none"> • Importance of cash to businesses • Interpreting cash flow forecasts • Difference between cash and profit <p>3.6.3 Financial terms and calculations</p> <ul style="list-style-type: none"> • Basic financial terms • Basic financial calculations • Average rate of return • Break-even <p>This learning creates an opportunity to revise the learning on costs from Year 10 and affords an opportunity to consolidate the calculations and their meaning in the context of different sorts of businesses. These concepts can be challenging so prior learning helps with the understanding.</p> <p>3.6.4 Analysing the financial performance of a business</p> <ul style="list-style-type: none"> • Purpose of financial statements • Components of financial statements • Interpretation of data given on financial statements <p>End of unit 3.6 Assessment</p>
3.2 Influences on business	Spring	3	<p>This learning is challenging for students until they have studied the internal functions of a business. It is then easier to create contexts to apply to the various external influences that may affect a business. EG marketing has content related to e-commerce and social media, whilst production processes can be linked to environmental issues. The economic concepts in this section serve well as an opportunity to introduce those</p>

			<p>who may be interested in A level Economics to some of those topics they will learn .</p> <p>3.2.1 Technology</p> <ul style="list-style-type: none"> • E-commerce • Digital communication <p>3.2.2 Ethical and environmental considerations</p> <p>Ethical considerations</p> <p>Environmental considerations:</p> <ul style="list-style-type: none"> • impact on traffic congestion • recycling • disposing of waste • noise and air pollution. <p>Sustainability:</p> <ul style="list-style-type: none"> • global warming • using scarce resources. <p>3.2.3 The economic climate on businesses</p> <ul style="list-style-type: none"> • Interest rates: • how fluctuating interest rates can affect businesses that rely on overdrafts and loans for finance • how fluctuating interest rates can affect consumer and business spending. • Level of employment • Consumer spending <p>3.2.4 Globalisation</p> <p>How UK businesses compete internationally, offering:</p> <ul style="list-style-type: none"> • better designs • higher quality products at lower prices. <p>Exchange rates</p> <p>3.2.5 Legislation</p> <ul style="list-style-type: none"> • Employment law • Health and Safety law • Consumer law <p>This work can be linked back to Human Resources and production processes and customer service.</p>	
		Spring	4	<p>3.2.6 Competitive environment</p> <ul style="list-style-type: none"> • Impact on businesses of operating in competitive markets • Uncertainty and risks businesses face <p>End of unit 3.2 Assessment</p> <p>Start Revision process</p>
		Summer	5	Revision for external examinations

In addition to end of unit assessment, students will frequently carry out knowledge check short tests in class and in class and at home, create summaries and key terms glossaries to embed terms and concepts into their long-term memory.

They will have frequent practice on exam type questions which range from multiple choice to 9 and 12 mark questions which test all of the assessment objectives.

Final External Assessment:

Assessments

Paper 1: Influences of operations and HRM on business activity

What's assessed

- Business in the real world
- Influences on business
- Business operations
- Human resources

How it's assessed

- Written exam: 1 hour 45 minutes
- 90 marks
- 50 % of GCSE

Questions

- Section A has multiple choice questions and short answer questions worth 20 marks.
- Section B has one case study/data response stimuli with questions worth approximately 34 marks.
- Section C has one case study/data response stimuli with questions worth approximately 36 marks.

Paper 2: Influences of marketing and finance on business activity

What's assessed

- Business in the real world
- Influences on business
- Marketing
- Finance

How it's assessed

- Written exam: 1 hour 45 minutes
- 90 marks
- 50 % of GCSE

Questions

- Section A has multiple choice questions and short answer questions worth 20 marks.
- Section B has one case study/data response stimuli with questions worth approximately 34 marks.
- Section C has one case study/data response stimuli with questions worth approximately 36 marks.

Further Curriculum Support

Text books: AQA Business, Surridge & Gillespie ISBN 10 - **1471899381**

The Pocket Size Revision Guide: GCSE Business, Daydream Education product ID PP-BUS-GCSE

My Revision Notes, Surridge, Hodder ISBN 9781510423701

<https://www.tutor2u.net/business/reference/study-notes?level=2998&board=2993>

Enrichment activities:

Students can subscribe to the Financial Times via their school e mail which is a rich source of articles for students seeking to broaden and deepen their knowledge and understanding and see the subject in the real world.

The BBC Business pages also have articles which are suitable for GCSE levels students to broaden their knowledge.

Where can a GCSE in Business take me?

Many students choose to continue with A level Business, A level Economics or often both. The knowledge of different functions that a business carries out also helps students in their career's decisions.