

GCSE Business Studies Learning Journey

Curriculum intent: The aim of the Business studies curriculum is to equip students with the appropriate knowledge and skills needed to develop their employability and identify business problems and opportunities.

Exams & Post – 16 Destination

Justify - 9 Marks

You will be given two choices/options. To access top marks, your answer must be balanced, have application and a conclusion.
2 x advantages BLT of your chosen option
1 x disadvantage BLT of option not chosen
Then make a judgement: Overall, I believe that the business should choose X, however success of choosing this option will depend on...

Discuss - 6 Marks

5 linked strands of development or 2 x BLT
Can provide one or two impacts/benefits/reasons/ drawbacks
Does not require any evaluation. May require context – not in section A.

Explain - 3 Marks - BLT

ONE benefit/impact/ method and then two linked strands of development. Non-context.

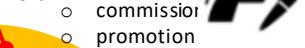
Calculate - 2 Marks

No marks for formula. Formula are not given; you must learn them. If a decimal answer, round to 2 decimal places if needed.

How businesses motivate employees:

- financial methods:
 - remuneration
 - bonus
 - commission
 - promotion
 - fringe benefits
- non-financial methods:
 - job rotation
 - job enrichment
 - autonomy

2.5 Assessment



REVISION OF THEMES 1&2 AND EXAM TECHNIQUE

Evaluate - 12 Marks

A judgement needs to be made in this answer. Use business context throughout. 1 point, 5 connectives 1 side of your argument and then 1 point, 5 connectives of the other side of your argument. Then make a judgement: Overall, I believe that the business should choose X, however success of choosing this option will depend on...

The use and limitations of financial information in:
• understanding business performance
• making business decisions

2.4 Assessment

Organisational structures

- hierarchical and flat
- centralised and decentralised

Ways of working

- part-time, full-time and flexible hours
- permanent, temporary, and freelance contracts
- the impact of technology on ways of working: efficiency, remote working

2.5 MAKING HUMAN RESOURCE DECISIONS

Outline - 2 Marks

One benefit/impact/ method with one linked strand of development. Written in context.

How businesses recruit people:

- documents:
 - person specification and job description
 - application form
 - CV
- recruitment methods used to meet different business needs (internal and external recruitment)

The importance of motivation in the workplace

- attracting employees
- retaining employees
- productivity.

Evaluate - 12 Marks

The use and interpretation of quantitative business data to support, inform and justify business decisions:

- information from graphs and charts
- financial data
- marketing data
- market data

Business calculations

The concept and calculation of:

- gross profit
- net profit
- Calculation and interpretation of:
• gross profit margin
- net profit margin
- average rate of return

The impact of the economic climate on businesses

- Unemployment
- Changing income
- Inflation
- Changes in exchange rates
- Changes in interest rates
- Government taxation

The impact of legislation on business

- Consumer law [Consumer Rights Act and The Trade Descriptions Act]
- Employer Law [Equality Act, Health and Safety at Work]

Who business stakeholders are and their different objectives?

- Shareholders
- Employees
- Customers
- Suppliers
- Local community
- Pressure Groups
- Government

The role of business enterprise and the purpose of business activity

- produce goods or services
- meet customer needs
- add value: convenience, branding, quality, design, USP

Risk: business failure, financial loss, lack of security

Reward: business success, profit, independence

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- hierarchical and flat
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- part-time, full-time and flexible hours
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2.3 MAKING OPERATIONAL DECISIONS

Outline - 2 Marks

One benefit/impact/ method with one linked strand of development. Written in context.

Evaluate - 12 Marks

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