

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

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...

Outline - 2 Marks

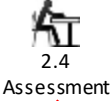
One benefit/ impact/ method with one linked strand of development. Written in context.

The importance of motivation in the workplace

- attracting employees
- retaining employees
- productivity.

The use and limitations of financial information in:

- understanding business performance
- making business decisions



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

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)

2.5 MAKING HUMAN RESOURCE DECISIONS

Communication

- the impact of insufficient or excessive communication on efficiency and motivation
- barriers to effective communication

Good customer service

- Product knowledge
- Speed and efficient service
- Customer engagement
- Post-sales service
- Customer engagement

The impact of logistics and supply decisions on:

- Cost
- Reputation
- Customer satisfaction

Different job roles and responsibilities:

- key job roles and their responsibilities:
 - directors
 - senior managers
 - supervisors/team leaders
 - operational and support staff

Managing stock

- bar chart stock graphs
- just in time (JIT) stock control.

The impact of different types of production process

Different ways of training and developing employees:

- formal and informal training
- self-learning
- ongoing training for all employees
- use of target setting and performance reviews

Promotion

- advertising
- sponsorship
- product trials
- special offers
- branding

Why businesses train and develop employees:

- the link between training, motivation and retention
- retraining to use new technology

Pricing

- Pricing strategies
 - Penetration
 - Premium
 - Economy
 - Cost-plus
 - Competitor
 - Psychological
 - Price skimming

Place

- Methods of distribution: retailers and e-tailers (e-commerce).

2.3 MAKING OPERATIONAL DECISIONS

YEAR 11 MOCKS

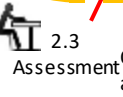
2.2 MAKING MARKETING DECISIONS

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



Quality control and quality assurance

Procurement: working with suppliers

- quality
- delivery (cost, speed, reliability)
- availability
- cost
- trust

Impacts of technology on production

Production processes (Job, Batch, Flow)

Sources of finance for growing and established businesses

- Internal [retained profit and selling assets]
- External [loan and share capital]

Business and globalisation:

- imports: competition from overseas, buying from overseas
- exports: selling to overseas markets
- changing business locations
- multinationals

Using the marketing mix to make business decisions

Product

- The Design Mix (Aesthetics, Costs and Function)
- Product Life Cycle
- Extension strategies

2.1 Assessment

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]

1.5 UNDERSTANDING THE EXTERNAL INFLUENCES ON BUSINESS

YEAR 10 MOCKS

YEAR 11

2.1 METHODS OF BUSINESS GROWTH

Internal (organic) growth through new products and new markets
External growth through merger and takeovers

Why business aims and objectives change in response to:

- market conditions
- legislation
- technology
- internal reasons
- performance

Barriers to international trade:

- tariffs
- trade blocs

Ethics, 1 environment and how they impact on business

- The role of pressure groups on business decisions

The importance of cash & cash flow

- To pay employees
- To pay overheads
- To prevent insolvency

1.4 MAKING THE BUSINESS EFFECTIVE

1.3 PUTTING A BUSINESS IDEA INTO PRACTICE

1.4 Assessment

What the marketing mix is and the importance of each element [Price, Place, Promotion and Product]

Types of business ownership

- Sole trader
- Partnership
- Private limited company

Good and bad points of each

What is limited and unlimited liability?

1.3 Assessment

Business revenues, fixed and variable costs and profits [including break even and margin of safety]

Key 1.3 formula

Revenue = price x quantity sold

Total costs = fixed costs + variable costs

Profit = total revenue – total costs

Gross Profit = revenue – cost of goods sold

Net profit = Gross profit – expenses

Interest % = (Total repayment – borrowed amount) ÷ borrowed amount X 100

Break-even = fixed costs ÷ selling price – variable costs

Margin of Safety = Actual sales – break-even sales

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

1.1 ENTERPRISE AND ENTREPRENEURSHIP

1.2 SPOTTING A BUSINESS OPPORTUNITY

The purpose, methods and use of market research

- Primary and secondary
- Qualitative and quantitative.
- Use of social media.
- Good and bad points of market research

How businesses use market segmentation to target customers based on location, demographics, lifestyle, income, age

Market mapping to identify a gap in the market and the competition

Understanding the competitive environment

- Strengths and weaknesses of competitors based on price, quality, location, product range and customer service

What are business aims and objectives

- Financial: survival, profit, sales, market share, financial security
- Non-financial: social objectives, personal satisfaction, challenge, independence and control.

YEAR 10

YEAR 9

YEAR 9 OPTIONS GUIDANCE

Year 9 Options Evening

Year 9 Parents evening

Business YouTube

Options video

Options booklet