

Business Studies GCSE Learning Journey



SUCCESS COMES FROM HARDWORK



2.1.3 - Business and globalisation

2.1.1 - Business growth

Topic 2.1 Growing the business

2.5.4 - Motivation

2.5.3 - Effective training and development

2.5.2 - Effective recruitment

2.1.4 - Ethics, the environment and business

2.1.2 - Changes in business aims and objectives

2.5.1 - Organisational structures

2.5 Making people decisions

2.3.3 - Managing quality

2.3.4 - The sales process

2.4 Making financial decisions

2.4.2 - Understanding business performance

2.3.2 - Working with suppliers

2.3.1 - Business operations

2.3 Making product decisions

2.2.4 - Place

2.2.2 - Price

Topic 2.2 Making marketing decisions

2.2.5 - Using the marketing mix to make business decisions

2.2.3 - Promotion

2.2.1 - Product

YEAR 11

Topic 1.4 Making the business effective

1.5.2 - Technology and business

1.5.4 - The economy and business

1.5.1 - Business stakeholders

1.5.3 - Legislation and business

External influences

Topic 1.4 Making the business effective

1.4.3 - The marketing mix

1.4.1 - The options for start-up and small businesses

1.4.4 - Business plans

1.4.2 - Business location

1.4.4 - Cash and cash-flow

1.2.4 - The competitive environment

Topic 1.3 Putting a business idea into practice

1.3.2 - Business aims and objectives

1.2.3 - Market segmentation

1.3.1 - Business revenues, costs and profits

1.3.3 - Sources of business finance

1.2.2 - Market research

Topic 1.2 Spotting a business opportunity

1.1.2 - Risk and reward

Topic 1.1 Enterprise and entrepreneurship

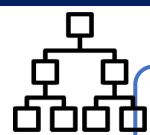
1.2.1 - Customer needs

1.1.3 - The role of business enterprise

1.1.1 - The dynamic nature of business

YEAR 10

STARTING BUSINESS



Intent: Students will work through topics 1.1 – 1.5 of Business Theme 1 (Paper 1). Students will build up a knowledge of what it takes to setup a new business and the risks involved for start-ups and small businesses. They will understand how the elements of the external environment impact small businesses decision making.

Topic 1.1 Enterprise and Entrepreneurship – students will learn about dynamic nature of business in relation to how and why business ideas come about. They also explore the impact of risk and reward on business activity and the role of entrepreneurship.

Topic 1.2 Spotting a Business Opportunity – students will learn about how new and small businesses identify opportunities through understanding customer needs and conducting market research. They will also focus on understanding the competition.

Topic 1.3 Putting a Business idea Into Practice – this topic focuses on making a business idea happen, students will learn about aims and objectives of small businesses, how small businesses source finance and will work through revenue, costs, profit, breakeven, cash flow, interest concepts and calculations.

Topic 1.4 Making the Business Effective – students will learn and explore a range of factors that impact on the success of a small business, including location, the marketing mix and the business plan

Topic 1.5 Understanding External Influences on Business – students will learn about the impact of a range of external factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation, and the economy. Students will explore how small businesses respond to these influences

Implementation:

- Students will work through the 5 topic areas, reflecting regularly on their knowledge and understanding throughout.
- Each topic provides opportunities to build up skills through practical and theoretical activities. Each unit will conclude with a formal in class examination. All these assessments will be cumulative apart from 1.3 which will focus purely on quantitative skills and calculations. Each assessment will include a new command (exam skill) term. E.g. Assessment 1 will focus mainly on explain (3 mark question). Assessment 2 will include e.g. discuss, analyse (6 mark questions). Leading to the students completing justify (9 mark questions) and evaluate (12 marks questions) in the later assessments.
- A key focus will be made on understanding key terminology and command verbs, along with regular opportunities to challenge student's ability to apply knowledge to extended answer questions.
- Directing students to re-visiting prior knowledge (via knowledge organisers, Seneca and online revision videos) will formulate most of the home learning, this will be followed up by retrieval activities including low stakes quizzes.

Key Summative Assessments:

5 assessments cumulative in nature apart from assessment 3 which is purely based on business finance and calculations

Live marking and low stakes quizzing

Autumn Term Assessments

Assessment 1 – 1.1

Spring Term Assessments

Assessment 2 – 1.2 & 1.1

Assessment 3 – 1.3

Summer term Assessments

Assessment 4 – 1.4, 1.3, 1.2 & 1.1

Assessment 5 – End of year mock – 1.1 – 1.5

Impact - Pupils are expected to be able to talk and write knowledgeably about business, enterprise, and the external influences such as the economy, using subject specific language accurately and confidently. They will be able to utilise skills such as making links between different topics of work, analysing and interpreting business case studies and understanding financial information and language

Content/Units	Disciplinary Knowledge (Skills) This is the actions taken within a topic to gain substantive knowledge	Knowledge This is the specific, factual content for the topic, which is connected into a careful sequence of learning	Prior Learning	Future Learning
Topic 1.1 Enterprise and Entrepreneurship 1.1.1 – The dynamic nature of business 1.1.2 – Risk and reward 1.1.3 – The role of business enterprise	Reading, Oracy and Literacy <ul style="list-style-type: none"> Information from the Internet and text books (including business case studies) to be summarised into own words Key terminology Student discussion Students presentation Written and extended questions. Numeracy: <ul style="list-style-type: none"> Interpret and use quantitative data in business contexts to support, inform and justify business decisions, including: information from graphs and charts Business Specific <ul style="list-style-type: none"> 1.1.1 - Investigate how new business ideas may either be original or an adaptation of existing ideas 1.1.2 - Evaluate the impact of risk & reward on business activity 1.1.3 - Investigate the skills and qualities that different entrepreneurs possess 	<ul style="list-style-type: none"> 1.1.1 - Identify the reasons why a new business idea may come about. They include: changes in technology, changes in what consumers want, Products and services becoming obsolete 1.1.2 – Identify business risks (business failure, financial loss, lack of security) and reward (business success, profit, independence) on business 1.1.3 - Identify why businesses exist 1.1.3 - Identify what an entrepreneur does (makes decision, organises resources, takes risks) 		GCSE Theme 2 <ul style="list-style-type: none"> 2.3.1 – Business operations – impact of technology on production 2.1.2 – Linking risk and reward to changing aims and objectives A-level Business <ul style="list-style-type: none"> 3.1.1 – Investigate why businesses exist BTEC National Business <ul style="list-style-type: none"> Unit 1 – Learning aim E – innovation & enterprise
Topic 1.2 Spotting a Business Opportunity 1.2.1 – Customer Needs 1.2.2 – Market Research 1.2.3 – Market Segmentation	Reading, Oracy and Literacy <ul style="list-style-type: none"> Information from the Internet and text books (including business case studies) to be summarised into own words Key terminology Student discussion Students presentation Written and extended questions. Numeracy: <ul style="list-style-type: none"> Interpret and use quantitative data in business contexts to support, inform and justify business decisions, including: information from graphs and charts Business Specific <ul style="list-style-type: none"> 1.2.1 - Analyse the importance of identifying and understanding customers in terms of generating sales and business survival. 1.2.2 – Make a justified decision by conducting market research 	<ul style="list-style-type: none"> 1.2.1 - To be able to identify and understand customer needs, including the need for: price, quality, choice and convenience. 1.2.2 – Identify the purpose of market research. This includes how market research can be used to identify and understand customer needs, identify gaps in the market, reduce risk and make informed business decision. 1.2.2 - To be able to identify methods of market research. This includes Primary research: survey, questionnaire, focus group, observation & 		GCSE Theme 2 <ul style="list-style-type: none"> Using research data 2.2.3– Niche and mass market as part of promotional strategies A-level Business <ul style="list-style-type: none"> 3.3.2 – Understanding markets and customers 3.3.3 – Segmentation, targeting and positioning. Niche and mass marketing BTEC National Business

<p>1.2.4 – The competitive environment</p>	<ul style="list-style-type: none"> • 1.2.2 – Make justified decisions by using market research data in market. Including: Qualitative and quantitative data, the role of social media in collecting market research data and the importance of the reliability of market research data • 1.2.3 - Investigate how businesses use market segmentation to target customers. • 1.2.3 - Investigate how business use market mapping to identify a gap in the market and the competition • 1.2.4 – Analyse the impact of competition on business decision making 	<p>Secondary research: internet, market reports, government reports.</p> <p>1.2.2 – Know how social media can be used to collect market research data</p> <p>1.2.2 – Know what is meant by qualitative and quantitative data</p> <ul style="list-style-type: none"> • 1.2.3 – Define market segmentation and be able to identify different type of market segmentation - This includes identifying market segments: location, demographics, lifestyle, income, age • 1.2.4 - Identify strengths and weaknesses of competitors based on price, quality, location, product range and customer service. 		<ul style="list-style-type: none"> • Unit 3 – Building a marketing campaign – market segments
<p>Topic 1.3 Putting a Business idea Into Practice</p> <p>1.3.1 – Business aims and objectives</p> <p>1.3.2 – Business revenues, costs and profits</p> <p>1.3.3 – Cash and cash flow</p> <p>1.3.4 – Sources of business finance</p>	<p>Reading, Oracy and Literacy</p> <ul style="list-style-type: none"> • Information from the Internet and textbooks (including business case studies) to be summarised into own words • Key terminology • Student discussion • Students presentation • Written and extended questions. <p>Numeracy:</p> <ul style="list-style-type: none"> • Business Calculations including: Variable Costs, Total Costs, Revenue, Profit, Break Even, Margin of Safety, Interest, Net Cash Flow, Opening and Closing Balances. • Generic Calculations including: Percentage and Percentage Changes, Averages. • Interpret and use quantitative data in business contexts to support, inform and justify business decisions, including: information from graphs and charts <p>Business Specific Skills</p> <ul style="list-style-type: none"> • 1.3.1 - Analyse why aims and objectives differ between businesses • 1.3.2 - Calculate seven different types of business calculations. These include: Revenue, Fixed and variable costs, Total costs, Profit and loss, Interest, Breakeven level of output, Margin of safety. 	<ul style="list-style-type: none"> • 1.3.1 - Identify what business aims and objectives are. Including financial aims and objectives: survival, profit, sales, market share, financial security & non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control • 1.3.2 – Define : Revenue, Fixed and variable costs, Total costs, Profit and loss, Interest, Breakeven level of output, Margin of safety • 1.3.3 - Identify the reasons why cash is important to a business. This includes: paying suppliers, overheads and employees, to prevent business failure (insolvency), the difference between cash and profit. • 1.3.3 – Identify cash inflows and outflows 	<p>In maths:</p> <ul style="list-style-type: none"> • Calculate simple interest • Calculate compound interest • Solve unit pricing problems 	<p>GCSE Theme 2</p> <ul style="list-style-type: none"> • 2.1.2 – Changing aims and objectives • 2.4.1 – Business calculations <p>A-level Business</p> <ul style="list-style-type: none"> • 3.5 – Decision making to improve financial performance • 3.1.1 & 3.7.1 – Business objectives <p>BTEC National Business</p> <ul style="list-style-type: none"> • Unit 3 – Learning aim C, D, E & F – Business Finance

	<ul style="list-style-type: none"> • 1.3.2 - Interpret (read) a break even diagram and link to the financial concepts of: changing revenue and costs, the break-even level of output, the margin of safety and profit & loss. • 1.3.3 - Calculate cash flow forecasts. This includes the calculation of cash inflows, cash outflows, net cash flow and opening & closing balances. • 1.3.3 - Interpret cash flow forecasts in terms of cash inflows, cash outflows, net cash flows and opening & closing balances • 1.3.4 – Make justified decisions on the appropriateness of short-term sources of finance, these include the use of overdrafts and trade credit. • 1.3.4 – Make justified decisions on the appropriateness of long-term sources of finance, the include the use of: personal savings, venture capital, retained profit and crowd funding. 	<ul style="list-style-type: none"> • 1.3.4 - Identify sources of finance for start ups and established businesses 		
<p>Topic 1.4 Making the Business Effective</p> <p>1.4.1 – The options for start-up and small business</p> <p>1.4.2 – Business Location</p> <p>1.4.3 – The marketing mix</p> <p>1.4.4 – Business plans</p>	<p>Reading, Oracy and Literacy</p> <ul style="list-style-type: none"> • Information from the Internet and textbooks (including business case studies) to be summarised into own words • Key terminology • Student discussion • Students presentation • Written and extended questions. <p>Numeracy:</p> <ul style="list-style-type: none"> • Interpret and use quantitative data in business contexts to support, inform and justify business decisions, including information from graphs and charts <p>Business Specific Skills</p> <ul style="list-style-type: none"> • 1.4.1 - Make justified decisions on the appropriateness of types of business ownership • 1.4.2 - Analyse the impact of the internet on the location of different businesses • 1.4.3 - Investigate how the elements of the marketing mix work together. This includes analysing how the marketing mix can be balanced based on the changing environment, the impact of changing consumer needs on the marketing mix, the impact of technology on the marketing mix (e-commerce, digital communication). • 1.4.4 - Analyse the purpose of planning business activity. This includes analysing the role and importance of a business plan in minimising risk and obtaining finance. 	<ul style="list-style-type: none"> • 1.4.1 - Identify the types of business ownership for start-ups (including their advantages and disadvantages), this includes: sole traders, partnerships, private limited companies. • 1.4.1 - Understand the concept and importance of limited/unlimited liability • 1.4.1 - Define what is meant by a franchise and state their advantages and disadvantages as a method of starting up a business. • 1.4.2 - Identify factors influencing business location, these include the proximity to: market, labour, materials and competitors. • 1.4.3 - Define what the marketing mix is and know each element, this includes: product, price, place and promotion. • 1.4.4 – Identify what a business plan is and components within a business plan including: objectives; target market (market research); forecast revenue, cost and profit; cash-flow forecast; sources of finance; location; marketing mix. 		<p>GCSE Theme 2</p> <ul style="list-style-type: none"> • 2.1.1 – methods of growth e.g. from an LTD to PLC • 2.2 – Each element of the marketing mix covered in more depth <p>A-level Business</p> <ul style="list-style-type: none"> • 3.1.2 – Understanding different forms • 3.1.1 & 3.7.1 – Business objectives • 3.4.5 – Managing inventory and supply chain – links to factors influencing business location • 3.5.2 – business plan links to budgeting • 3.9.4 – Greater use of technology – links to e-commerce and digital communication <p>BTEC National Business</p> <ul style="list-style-type: none"> • Unit 1 – Learning aim A – types of business ownership • Unit 3 – Marketing mix links to developing a marketing campaign

<p>Topic 1.5 Understanding External Influences on Business</p> <p>1.5.1 – Business stakeholders</p> <p>1.5.2 – Technology and business</p> <p>1.5.3 – Legislation and business</p> <p>1.5.4 – The economy and business</p>	<p>Reading, Oracy and Literacy</p> <ul style="list-style-type: none"> Information from the Internet and text books (including business case studies) to be summarised into own words Key terminology Student discussion Students presentation Written and extended questions. <p>Numeracy:</p> <ul style="list-style-type: none"> Interpret and use quantitative data in business contexts to support, inform and justify business decisions, including information from graphs and charts <p>Business specific skills</p> <ul style="list-style-type: none"> 1.5.1 - Analyse: how stakeholders are affected by business activity, how stakeholders impact business activity, possible conflicts between stakeholder groups based on their different interest 1.5.2 - Analyse how technology influences business activity in terms of: sales, costs and the marketing mix. 1.5.3 - Analyse the impact of consumer and employment legislation on business. This includes the impact on costs and the consequences of meeting and not meeting these obligations 1.5.4 - Analyse the impact of the economic climate on business costs and demand 	<ul style="list-style-type: none"> 1.5.1 - Identify who stakeholders are and their objectives. Stakeholders include: shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government 1.5.2 - Identify the different types of technology in business. This includes: e-commerce, social media, digital communication and payment systems. 1.5.3 – Define what is meant by legislation and 1.5.3 – Know that legislation is linked to recruitment, pay, discrimination, and health and safety 1.5.4 - Identify economic variables including: unemployment, changing levels of consumer income, inflation, changes in interest rate, government taxation and changes in exchange rates. 	<p>In maths:</p> <ul style="list-style-type: none"> Solve problems with exchange rates 	<p>PSHE Links</p> <ul style="list-style-type: none"> An understanding of the importance of identifying and combating discrimination <p>GCSE Theme 2</p> <ul style="list-style-type: none"> 2.5.2 – Effective recruitment link with stakeholders (employees) 2.5.3 – Effective training and development (link with technology skills needed in modern business world) 2.1.4 – Business Ethics, link to legislation. The difference with following the law and acting ethically. <p>A-level Business</p> <ul style="list-style-type: none"> 3.1.3 – Understanding stakeholders 3.7.3 – The Legal Environment 3.7.4 – The Economic Environment 3.9.4 – Assessing greater use of technology <p>BTEC National Business</p> <ul style="list-style-type: none"> Unit 1 – Learning aim B – Stakeholders Learning aim C - PESTLE
---	--	---	--	--

Intent: Students will work through topics 2.1 – 2.5 of Business Theme 2 (Paper 2). Students will build up a knowledge of how business develops beyond the start-up phase. It focuses on the key business concepts, wider world issues and decisions used to grow a business, with emphasis on four key functional areas these being marketing, operations, finance, and human resources.

Topic 2.2 Making marketing decisions – students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.

Topic 2.3 Making operational decisions – this topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.

Topic 2.4 Making financial decisions – students will explore the tools a business has to support financial decision making, including ratio analysis and the use and limitation of a range of financial information.

Topic 2.5 Making human resource decisions – growing a business means that decisions relating to organisational structure, recruitment, training, and motivation need to be made to influence business activity. These aspects are considered in this final topic.

Topic 2.1 Growing the business – students are introduced to methods of growth and how and why business aims, and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.

Implementation:

- Students will work through the 5 topic areas, reflecting regularly on their knowledge and understanding throughout.
- Each topic provides opportunities to build up skills through practical and theoretical activities. As well as completing 3 full mock papers (Theme 1 Twice & Theme 2 once) students will complete two assessments (assessment 1 & assessment 3). These assessments will be cumulative in nature and will focus on all exam command words.
- A key focus will be made on understanding key terminology and command verbs, along with regular opportunities to challenge student's ability to apply knowledge to extended answer questions.
- Directing students to re-visiting prior knowledge (via knowledge organisers, Seneca & online revision videos) will formulate most of the home learning. This home learning will be followed up by knowledge retrieval activities.

Key Summative Assessments:

Five assessments cumulative in nature apart from assessment 3 which is purely based on business finance and calculations

Live marking and low stakes quizzing

Autumn Term Assessments

Assessment 1 – 2.2

Assessment 2 – Theme 1 full mock

Spring Term Assessments

Assessment 3 – 2.4, 2.3 & 2.2

Assessment 4 – Theme 1 full mock

Assessment 5 – Theme 2 full mock

Impact - Pupils are expected to be able to talk and write knowledgeably about business growth its wider issues as well as the four key functional areas of marketing, operations, human resources and finance, using subject specific language accurately and confidently. They will be able to utilise skills such as making interrelationship between the functional areas, analysing, and interpreting business case studies from a national and global context and understanding financial information and language.

Content/Units	Disciplinary Knowledge (Skills) This is the actions taken within a topic to gain substantive knowledge	Knowledge This is the specific, factual content for the topic, which is connected into a careful sequence of learning	Prior Learning	Future Learning
Topic 2.2 Making marketing decisions 2.2.1 – Product 2.2.2 – Price 2.2.3 – Promotion 2.2.4 – Place 2.2.5 – Integrated Marketing Mix	Reading, Oracy and Literacy <ul style="list-style-type: none"> Information from the Internet and text books (including business case studies) to be summarised into own words Key terminology Student discussion Students presentation Written and extended questions. Numeracy: <ul style="list-style-type: none"> Interpret and use quantitative data in business contexts to support, inform and justify business decisions, including: information from graphs and charts Business specific skills <ul style="list-style-type: none"> 2.2.1 - Investigate the product life cycle. This includes analysing what happens to both cost and sales in each phase including: Introduction, Growth, Maturity and Decline. 2.2.1 - Analyse the importance to a business of differentiating a product/service through: Branding, USP, Location, Design, Customer Service, Quality, Product mix 2.2.2 - Analyse influences on pricing strategies including: Technology, Competition, Market Segments and Product Life Cycle. 2.2.3 - Assess appropriate promotion strategies for different market segments. 2.2.3 - To be able to analyse the use of technology in promotion. This includes targeted advertising online, viral advertising via social media and the use of e-newsletters. 2.2.5 - Justify how an integrated marketing mix can influence competitive advantage 	<ul style="list-style-type: none"> 2.2.1 - Identify elements of the design mix. This includes: function, aesthetics and cost. 2.2.2 - Identify pricing strategies, these include: Price Skimming, Penetration pricing, Cost-plus pricing, Competitor Pricing and Promotional pricing. 2.2.3 – Identify different methods of advertising, this includes: sponsorship, product trials, special offers and the use of branding. 2.2.4 - Identify methods of distribution. This includes stating the advantage & disadvantages of retailers and e-tailers. 	Year 8 Graphics <ul style="list-style-type: none"> Typography and Logo design, and colour theory – how colour links to the branding Year 10 GCSE <ul style="list-style-type: none"> 1.4.3 – The Marketing Mix 	A-level Business <ul style="list-style-type: none"> 3.3 – Decision making to improve marketing performance 3.9.4 – Assessing greater use of digital technology (e-commerce – e-tailing) BTEC National Business <ul style="list-style-type: none"> Unit 3 – Developing a marketing campaign
Topic 2.3 Making operational decisions	Reading, Oracy and Literacy <ul style="list-style-type: none"> Information from the Internet and text books (including business case studies) to be summarised into own words Key terminology Student discussion 	<ul style="list-style-type: none"> 2.3.1 - Identify the purpose of business operations. This includes both the production of good and services. 2.3.1 – Understand different production processes including: 		A-level Business <ul style="list-style-type: none"> 3.4 – Decision making to improve operational performance 3.9.2 – Assessing innovation – impact of

<p>2.3.1 – Business Operations</p> <p>2.3.2- Working with Suppliers</p> <p>2.3.3 – Managing Quality</p> <p>2.3.4 – The Sales Process</p>	<ul style="list-style-type: none"> • Students presentation • Written and extended questions. <p>Numeracy:</p> <ul style="list-style-type: none"> • Interpret and use quantitative data in business contexts to support, inform and justify business decisions, including: information from graphs and charts <p>Business specific skills</p> <ul style="list-style-type: none"> • 2.3.1 – Evaluate the appropriateness of different production processes based on different business contexts • 2.3.1 - Analyse the impacts of technology on production. This includes balancing cost, productivity, quality and flexibility. • 2.3.2 - Interpret bar chart stock graphs • 2.3.2 – Analyse the role of procurement. This includes: Relationships with suppliers: quality, delivery (cost, speed, reliability), availability, cost, trust & the impact of logistics and supply decisions on: costs, reputation, customer satisfaction. • 2.3.3 - Analyse the concept of quality and its importance in relation to its production of goods and the provision of services. This includes evaluating the appropriateness of both quality control and quality assurance within a business • 2.3.4 - Assess the importance to businesses of providing good customer service. 	<p>job, batch and flow & the ability to keep productivity up and costs down and allow for competitive prices</p> <ul style="list-style-type: none"> • 2.3.2 – Define what is meant by procurement and logistics • 2.3.2 – Define Just-in-time stock control and state the advantages and disadvantages • 2.3.3 – Define what is meant by quality control and quality assurance • 2.3.4 – Identify the stages in the sales process and product knowledge. This includes: speed and efficiency of service, customer engagement, responses to customer feedback, post-sales service 		<p>technology on production</p>
<p>Topic 2.4 Making financial decisions</p> <p>2.4.1 – Business Calculations</p> <p>2.4.2 – Understanding business performance</p>	<p>Reading, Oracy and Literacy</p> <ul style="list-style-type: none"> • Information from the Internet and text books (including business case studies) to be summarised into own words • Key terminology • Student discussion • Students presentation • Written and extended questions. <p>Numeracy:</p> <ul style="list-style-type: none"> • Business Calculations including: Gross Profit, Net Profit, Gross Profit Margin, Net Profit Margin and ARR. • Generic Calculations including: Percentage and Percentage Changes, Average • Interpret and use quantitative data in business contexts to support, inform and justify business decisions, including: information from graphs and charts 	<ul style="list-style-type: none"> • 2.4.1 - To be able to understand the concept of gross and net profit • 2.4.2 - To be able to identify the use and limitation of financial information in both understanding business performance and making business decisions 	<p>Year 10 GCSE Business</p> <ul style="list-style-type: none"> • 1.3.2 – Revenues, costs and profits 	<p>A-level Business</p> <ul style="list-style-type: none"> • 3.5 – Decision making to improve financial performance <p>BTEC National Business</p> <ul style="list-style-type: none"> • Unit 3 – Learning aim E & F – Business Finance

	<p>Business specific skills</p> <ul style="list-style-type: none"> • 2.4.1 - Interpret gross profit and net profit margin and average rate of return figures • 2.4.1 - Calculate gross profit and net profit margin and the average rate of return 			
<p>Topic 2.5 Making human resource decisions</p> <p>2.5.1 – Organisational Structures</p> <p>2.5.2 – Effective Recruitment</p> <p>2.5.3 – Effective training and development</p> <p>2.5.4 – Motivation</p>	<p>Reading, Oracy and Literacy</p> <ul style="list-style-type: none"> • Information from the Internet and text books (including business case studies) to be summarised into own words • Key terminology • Student discussion • Students presentation • Written and extended questions. <p>Numeracy:</p> <ul style="list-style-type: none"> • Interpret and use quantitative data in business contexts to support, inform and justify business decisions, including: information from graphs and charts <p>Business specific skills</p> <ul style="list-style-type: none"> • 2.5.1 – Evaluate the appropriateness of different organisational structures • 2.5.1 - Analyse the importance of effective communication. This includes the impact of insufficient or excessive communication on efficiency and motivation • 2.5.1 - Analyse the impact of technology on ways of working, including implications for efficiency and remote working. • 2.5.2 – Investigate the use of recruitment methods used to meet different business need. (Internal and external recruitment). • 2.5.3 - Analyse why businesses train and develop employees. This includes: the link between training, motivation and retention & retraining to use new technology • 2.5.4 - Analyse the importance of motivation in the workplace. This includes: Attracting employees, retaining employees, productivity 	<ul style="list-style-type: none"> • 2.5.1 – Identify different types of organisational structure this includes hierarchical and flat & centralised and decentralised. • 2.5.1 – Identify the barriers to effective communication. • 2.5.1 - To be able to describe different ways of working. This includes part time, full time and flexible hours, permanent, temporary, and freelance contracts. • 2.5.1 - Identify different job roles and responsibilities. This includes key job roles and their responsibilities of: directors, senior managers, supervisor's, team leaders, operational and support staff • 2.5.2 - Recall the recruitment process. This includes: Documents: person specification and job description, application form, CV. • 2.5.3 – Identify how businesses train and develop employees. This includes: 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 • 2.5.4 – Identify both financial (remuneration, bonus, commission, promotion, fringe benefits) and non-financial (job rotation, job enrichment, autonomy) methods of motivation 		<p>A-level Business</p> <ul style="list-style-type: none"> • 3.6 - Decision making to improve human resource performance <p>BTEC National Business</p> <ul style="list-style-type: none"> • Unit 1 – Learning aim A – Communication of stakeholders • Unit 1 – Learning aim B – Structure and Organisation • Unit 8 – Recruitment and selection

<p>Topic 2.1 Business Growth</p>	<p>Reading, Oracy and Literacy</p> <ul style="list-style-type: none"> Information from the Internet and text books (including business case studies) to be summarised into own words Key terminology Student discussion Students presentation Written and extended questions. <p>Numeracy:</p> <ul style="list-style-type: none"> Interpret and use quantitative data in business contexts to support, inform and justify business decisions, including: information from graphs and charts <p>Business specific skills</p> <ul style="list-style-type: none"> 2.1.1 - Analyse the types of business ownership for growing businesses. This includes the reasons for becoming a Public Limited Company (PLC) 2.1.1 – Evaluate (based on business scenarios) the appropriateness of different sources of finance 2.1.2 - Analyse why business aims and objectives change as businesses evolve. E.g. In response to: market conditions, technology, performance, legislation, internal reasons. 2.1.3 - Analyse the impact of globalisation on businesses. 2.1.3 - Analyse how businesses compete internationally. This includes: the use of the Internet and e-commerce, changing the marketing mix 2.1.4 -To be able to analyse the impact of ethical and environmental considerations on businesses. This includes: How ethical considerations influence business activity: possible trade-offs between ethics and profit. How environmental considerations influence business activity: possible trade-offs between the environment, sustainability and profit. The potential impact of pressure group activity on the marketing mix 	<ul style="list-style-type: none"> 2.1.1 - Identify methods of business growth. This includes Internal (organic) growth: new products (innovation, research and development), new markets (through changing the marketing mix or taking advantage of technology and/or expanding overseas). External (inorganic) growth: merger, takeover 2.1.1 - Identify sources of finance for growing and established businesses. This includes the use and purpose of Internal sources: retained profit, selling assets & External sources: loan capital, share capital including stock market flotation (public limited companies) 2.1.2 – Identify business how aims and objectives may change over time. Including: survival or growth, entering or exiting markets, growing or reducing the workforce and increasing or decreasing product range. 2.1.3 – Identify aspects of globalisation including: imports: competition from overseas, buying from overseas, exports: selling to overseas markets, changing business locations and the impact of multinationals 2.1.3 - To be able to identify barriers to international trade. This includes tariffs and trade blocs. 		<p>A-level Business</p> <ul style="list-style-type: none"> 3.1.1 – Aims and objectives 3.5.3 – Sources of finance 3.7.5 – Globalisation 3.7.6 – Social environment & CSR 3.9.1 – Assessing a change in scale 3.9.4 – Assessing Internalisation <p>BTEC National Business</p> <ul style="list-style-type: none"> Unit 1 – Exploring business Learning aim A – Features of Business Learning aim B – Aims & Objectives Learning aim C – PESTLE
---	---	---	--	--