

KS4 Long term plan: GCSE 9-1 Business Year 11

<p><u>Curriculum aim:</u> In Edexcel GCSE Business 9-1 we aim to prepare students for their GCSE exams by delivering high quality teaching to give a broad Business overview (micro and macro) within theme 1 and 2. GCSE Business prepares students to make informed decisions regarding further study, be it BTEC, or other level 3 courses, as well as giving exposure toward future employment.</p>
<p><u>Link to prior learning:</u> The subject builds on analytical skills built in English as well as mathematical skills gained in Maths.</p>
<p><u>Rationale of sequencing:</u> The sequencing is logical and follows the Edexcel guidance and specification. We commence with 1.1 and complete taught input with 2.5. There is introduction of Business terminology introduced throughout the course and a build-up of skills, and proficiency, including analysing, evaluating, and vocabulary which come together to ensure the theoretical concepts are applied in final assessment/ exam environments.</p>

	<u>Focus/ topic</u>	<u>Knowledge/ skills (from NC/ programmes of study):</u> Students will develop skills and knowledge in:	<u>Assessment</u>
<u>Autumn 1</u>	Topic 2.1 Growing the business	<p><b><u>2.1.1 Business growth:</u></b> Methods of business growth and their impact: ● 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. The types of business ownership for growing businesses: ● public limited company (plc) Sources of finance for growing and established businesses: ● internal sources: retained profit, selling assets ● external sources: loan capital, share capital, including stock market flotation (public limited companies).</p> <p><b><u>2.1.2 Changes in business objectives:</u></b> Why business aims and objectives change as businesses evolve: ● in response to: market conditions, technology, performance, legislation, internal reasons. How business aims and objectives change as businesses evolve: ● focus on survival or growth ● entering or exiting markets ● growing or reducing the workforce ● increasing or decreasing product range.</p> <p><b><u>2.1.3 Business and globalisation:</u></b> The impact of globalisation on businesses: ● imports: competition from overseas, buying from overseas ● exports: selling to overseas markets ● changing business locations ● multinationals. Barriers to international trade: ● tariffs ● trade blocs. How businesses compete internationally: ● use of the internet and e-commerce ● changing the marketing mix to compete internationally.</p> <p><b><u>2.1.4 Ethics, the environment and business:</u></b> The impact of ethical and environmental considerations on businesses: ● how ethical considerations influence business activity: trade-offs between ethics and profit ● how environmental considerations influence business activity: trade-offs between the environment, sustainability and profit ● impact of pressure group activity on the marketing mix.</p>	<u>CQG 2.1 end of topic test</u>
<u>Autumn 2</u>	Topic 2.2 Making marketing decisions	<p><b><u>2.2.1 Product:</u></b> The design mix: ● function, aesthetics, cost. The product life cycle: ● the phases of the product life cycle ● extension strategies. The importance to a business of differentiating a product/ service.</p> <p><b><u>2.2.2 Price:</u></b> Price ● pricing strategies ● influences on pricing strategies: technology, competition, market segments, product life cycle.</p> <p><b><u>2.2.3 Promotion:</u></b> Promotion: ● appropriate promotion strategies for different market segments: advertising, sponsorship, product trials, special offers, branding ● the use of technology in promotion: targeted advertising online, viral advertising via social media, e-newsletters.</p> <p><b><u>2.2.4 Place:</u></b> ● methods of distribution: retailers and e-tailers (e-commerce).</p> <p><b><u>2.2.5 Using the marketing mix to make business decisions:</u></b> How each element of the marketing mix can influence other elements. Using the marketing mix to build competitive advantage. How an integrated marketing mix can influence competitive advantage.</p>	<u>CQG 2.2 end of topic test</u>
<u>Spring 1</u>	Topic 2.3 Making operational decisions	<p><b><u>2.3.1 Business operations</u></b> The purpose of business operations: ● to produce goods ● to provide services. Production processes: ● different types: job, batch, flow ● the impact of different types of production process: keeping productivity up and costs down and allowing for competitive prices. Impacts of technology on production: ● balancing cost, productivity, quality and flexibility.</p> <p><b><u>2.3.2 Working with suppliers:</u></b> Managing stock: ● interpretation of bar gate stock graphs ● the use of just in time (JIT) stock control. The role of procurement: ● relationships with suppliers: quality, delivery (cost, speed, reliability), availability, cost, trust ● the impact of logistics and supply decisions on: costs, reputation, customer satisfaction.</p> <p><b><u>2.3.3. Managing quality</u></b> The concept of quality and its importance in: ● the production of goods and the provision of services: quality</p>	<u>CQG 2.3 end of topic test</u>

		control and quality assurance ● allowing a business to control costs and gain a competitive advantage. <b>2.3.4 The sales process</b> The sales process: ● product knowledge, speed and efficiency of service, customer engagement, responses to customer feedback, post-sales service. The importance to businesses of providing good customer service.	
<u>Spring 2</u>	Topic 2.4 Making financial decisions	<b>2.4.1 Business calculations:</b> The concept and calculation of: ● gross profit ● net profit Calculation and interpretation of: ● gross profit margin ● net profit margin ● average rate of return. <b>2.4.2 The use and interpretation of quantitative business data to support, inform and justify business decisions:</b> ● information from graphs and charts ● financial data ● marketing data ● market data. The use and limitations of financial information in: ● understanding business performance ● making business decisions.	<u>CQG 2.4 end of topic test</u>
<u>Summer 1</u>	Topic 2.5 Making human resource decisions	<b>2.5.1 Organisational structures:</b> Different organisational structures and when each are appropriate: ● hierarchical and flat ● centralised and decentralised. The importance of effective communication: ● the impact of insufficient or excessive communication on efficiency and motivation ● barriers to effective communication. Different 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. <b>2.5.2 Effective recruitment:</b> Different job roles and responsibilities: ● key job roles and their responsibilities: directors, senior managers, supervisors/team leaders, operational and support staff. 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). <b>2.5.3 Effective training and development:</b> How businesses train and develop employees: ● different ways of training and developing employees: formal and informal training, self-learning, on-going training for all employees, use of target setting and performance reviews. Why businesses train and develop employees: ● the link between training, motivation and retention ● retraining to use new technology. <b>2.5.4 Motivation:</b> The importance of motivation in the workplace: ● attracting employees, retaining employees, productivity. How businesses motivate employees: ● financial methods: remuneration, bonus, commission, promotion, fringe benefits ● non-financial methods: job rotation, job enrichment, autonomy.	<u>CQG 2.5 end of topic test</u>
<u>Summer 2</u>	<u>Exam preparation (1.1-1.5 and 2.1- 2.5)</u>	<u>Students will re-iterate learnt skills in theme 1 (1.1-1.5 and Theme 2 2.1-2.5. In addition they will be taught about exam methodology in relation to the GCSE 9-1 Business course. This will include coverage of:</u> ●Year 11 'session' questions ● ELLIS GCSE Business mock 2021 ●Revision crossword ●ELLIS student exam paper ●MR mini test ●Marcouse case studies ●1BS) paper 1 June 19 ●1BSO paper 2 June 19 ●1BSO paper 1 Nov 2020 ●1BSO paper 2 Nov 2020 ●SAM paper 1 ●SAM paper 2	<u>(from) 9 papers (listed to left)</u>