

KS4 Long term plan: GCSE 9-1 Business Year 10

<p>Curriculum aim: 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>Link to prior learning: The Business GCSE curriculum provides several areas where literacy and numeracy skills are developed. It is imperative students develop strong financial literacy for later life, so they for example understand the impact of interest rates on their mortgage payments or the effect of inflation on their real term salary. Therefore, we have a strong focus on embedding this throughout our curriculum. Topics which are based in numeracy are often revisited.</p> <p>Numeracy:</p> <ul style="list-style-type: none"> Profit calculations, Interest calculations, Break-even calculations, Cash flow statements and forecasts, Interest rates, Exchange rates, Interpretation of market research data, Interpretation of business data <p>Sound Literacy is vital for success at GCSE Business; so much time is dedicated to the practice of reading and interpreting case study material. Alongside this, students are slowly built towards extended questions to give them a chance to develop their writing style and ensure they are hitting the key assessment criteria examiners are looking for.</p> <ul style="list-style-type: none"> Extended writing 9 & 12 mark questions introduced once heavy focus on explain, discuss and analysis questions is used to develop a strong and succinct business writing style Key term spelling and understanding Gaining understanding of case study material and making informed and reasoned inferences based on this understanding Reading and comprehension activity completed once a week using 'Lemov' accountable reading principal <p>Rationale of sequencing: The sequencing is logical and follows the Edexcel guidance and specification. We commence with 1.1 and complete topics in the order as sequenced by the course specification. We clearly highlight content crossover from other section within Theme 1 and from Theme 2. We introduce Business terminology throughout the course and a build-up of skills, and proficiency, including use of case studies, which come together to ensure the theoretical concepts are applied in final assessment/ exam environments.</p> <p>In year 10 we additionally sequence the skills required to answer the different exam questions. We start with a focus on the 'Explain' technique (3 mark questions) and using these throughout the year to develop towards 'Justify' and 'Evaluate' skills (9 and 12 mark questions) before finally introducing how to use of case studies to answer questions. This is further developed in year 11. This approach allows students to spend the start of the year focussing on knowledge retention with simpler application. As the students learn more content we move on to the more difficult exam skills that are required to communicate business principals succinctly and require more knowledge to be achieved effectively. We ensure long term retention of learning by interleaving topics through questioning of previous topics as they arrive and clearly highlighting its use. 'Do Now's' and homework's employ the use of short key knowledge retention and revisit the same key questions on a regular basis. Every week there is a multiple choice test on key knowledge initially split by topic and then including recap of prior learning. Every third week this is replaced by a topic test which includes a recap section.</p>

	Focus/ topic	Knowledge/ skills (from NC/programmes of study): Students will develop skills and knowledge in:	Assessment
Autumn 1	Topic 1.1 Enterprise and entrepreneurship	<p>Skills</p> <ul style="list-style-type: none"> Knowledge retention Explain Outline <p>Content</p> <p>Topic 1.1: Why new business ideas come about: • changes in technology • changes in what consumers want • products and services becoming obsolete. <i>How new business ideas come about:</i> • original ideas • adapting existing products/services/ideas. <i>The impact of risk and reward on business activity:</i> • risk: business failure, financial loss, lack of security • reward: business success, profit, independence. <i>The role of business enterprise and the purpose of business activity:</i> • to produce goods or services • to meet customer needs • to add value: convenience, branding, quality, design, unique selling points. <i>The role of entrepreneurship:</i> • an entrepreneur: organises resources, makes business decisions, and takes risks.</p>	<ul style="list-style-type: none"> Weekly MC Test Topic test every third week in place of MCT
Autumn 2	Topic 1.2 Spotting a business opportunity	<p>Skills</p> <ul style="list-style-type: none"> Knowledge retention Explain Outline Discuss <p>Topic 1.2: Identifying and understanding customer needs: • what customer needs are: price, quality, choice, convenience • the importance of identifying and understanding customers: generating sales, business survival. <i>The purpose of market research:</i> • to identify and understand customer needs • to identify gaps in the market • to reduce risk • to inform business decisions. <i>Methods of market research:</i> • primary research: survey, questionnaire, focus group, observation • secondary research: internet, market reports, and government reports. <i>The use of data in market research:</i> • qualitative and quantitative data • the role of social media in collecting market research data • the importance of the reliability of market research data. <i>How businesses use market segmentation to target customers:</i> • identifying market segments: location, demographics, lifestyle, income, age • market mapping to identify a gap in the market and the competition • qualitative and quantitative data • the role of social media in collecting market research data • the importance of the reliability of market research data <i>Understanding the competitive environment:</i> • strengths and weaknesses of</p>	<ul style="list-style-type: none"> Weekly MC Test Topic test every third week in place of MCT Full summative assessment attend of term in place of 2nd topic test

		competitors based on: price, quality, location, product range and customer service ● the impact of competition on business decision making	
Spring 1	Topic 1.3 Putting a business idea into practice	<p><u>Skills</u></p> <ul style="list-style-type: none"> ● Knowledge retention ● Explain ● Outline ● Discuss ● Analyse <p><u>Topic 1.3</u></p> <p><i>What business aims and business objectives are. Business aims and objectives when starting up:</i> ● financial aims and objectives: survival, profit, sales, market share, financial security ● non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control. <i>Why aims and objectives differ between businesses. The concept and calculation of:</i> ● revenue ● fixed and variable costs ● total costs ● profit and loss ● interest ● break-even level of output ● margin of safety. <i>Interpretation of break-even diagrams:</i> ● the impact of changes in revenue and costs ● break-even level of output ● margin of safety ● profit and loss. <i>The importance of cash to a business:</i> ● to pay suppliers, overheads and employees ● to prevent business failure (insolvency) ● the difference between cash and profit. <i>Calculation and interpretation of cash-flow forecasts:</i> ● cash inflows ● cash outflows ● net cash flow ● opening and closing balances. <i>Sources of finance for a start-up or established small business:</i> ● short-term sources: overdraft and trade credit ● long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowd funding.</p>	<ul style="list-style-type: none"> ● Weekly MC Test ● Topic test every third week in place of MCT
Spring 2	Topic 1.4 Making the business effective	<p><u>Skills</u></p> <ul style="list-style-type: none"> ● Knowledge retention ● Explain ● Outline ● Discuss ● Analyse ● Evaluate ● Use of Case Studies <p><u>Topic 1.4</u></p> <p><i>The concept of limited liability:</i> ● limited and unlimited liability ● the implications for the business owner(s) of limited and unlimited liability. <i>The types of business ownership for start-ups:</i> ● sole trader, partnership, private limited company ● the advantages and disadvantages of each type of business ownership. <i>The option of starting up and running a franchise operation:</i> ● the advantages and disadvantages of franchising. <i>Factors influencing business location:</i> ● proximity to: market, labour, materials and competitors ● nature of the business activity ● the impact of the internet on location decisions: e-commerce and/or fixed premises. <i>What the marketing mix is and the importance of each element:</i> ● price, product, promotion, place. <i>How the elements of the marketing mix work together:</i> ● balancing the marketing mix based on the competitive environment ● the impact of changing consumer needs on the marketing mix ● the impact of technology on the marketing mix: e-commerce, digital communication. <i>The role and importance of a business plan:</i> ● to identify: the business idea; business aims and objectives; target market (market research); forecast revenue, cost and profit; cash-flow forecast; sources of finance; location; marketing mix. <i>The purpose of planning business activity:</i> ● the role and importance of a business plan in minimising risk and obtaining finance.</p>	<ul style="list-style-type: none"> ● Weekly MC Test ● Topic test every third week in place of MCT ● Full summative assessment attend of term in place of 2nd topic test
Summer 1	Topic 1.5 Understanding external influences on business	<p><u>Skills</u></p> <ul style="list-style-type: none"> ● Knowledge retention ● Explain ● Outline ● Discuss ● Analyse ● Evaluate ● Justify ● Use of Case Studies <p><u>Topic 1.5</u></p> <p><i>Who business stakeholders are and their different objectives:</i> ● shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government. <i>Stakeholders and businesses:</i> ● how stakeholders are affected by business activity ● how stakeholders impact business activity ● possible conflicts between stakeholder groups. <i>Different types of technology used by business:</i> ● e-commerce ● social media ● digital communication ● payment systems. <i>How technology influences business activity in terms of:</i> ● sales ● costs ● marketing mix. <i>The purpose of legislation:</i> ● principles of consumer law: quality and consumer rights ● principles of employment law: recruitment, pay, discrimination and health and safety. <i>The impact of legislation on businesses:</i> ● cost ● consequences of meeting and not meeting these obligations. <i>The impact of the economic climate on businesses:</i> ● unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates. <i>The importance of external influences on business:</i> ● possible responses by the business to changes in: technology, legislation, the economic climate.</p>	<ul style="list-style-type: none"> ● Weekly MC Test ● Topic test every third week in place of MCT
Summer 2	Exam preparation (1.1-1.5)	<p><u>Skills</u></p> <ul style="list-style-type: none"> ● Knowledge retention ● Explain ● Outline ● Discuss ● Analyse ● Evaluate ● Justify ● Use of Case Studies <p><u>Students will re-iterate learnt skills in theme 1 1.1-1.5. In addition they will be taught about exam methodology in relation to the GCSE 9-1 Business course. This will include coverage of:</u></p> <ul style="list-style-type: none"> ● Year 11 'session' questions, ELLIS GCSE Business mock 2021, Revision crossword , ELLIS student exam paper, MR mini test, Marcouse case studies ● 1BS paper - Specimen Paper, SAM paper 1 	<ul style="list-style-type: none"> ● Weekly MC Test ● Topic test every third week ● Full summative assessment in place of 2nd topic test – Full 1to 9 Theme 1 past paper.

