



GCSE Business – Year 10

Knowledge and Skills Students will be taught to....	Reading, Oracy, Literacy and Numeracy	Formative Assessment	Summative Assessment
<p>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.</p> <p>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.</p> <p>Topic 2.3 Making operational decisions – this topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.</p> <p>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.</p> <p>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.</p>	<p>Reading</p> <ul style="list-style-type: none"> Information from the Internet and text books (including business case studies) to be summarised into own words <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, profitability ratios (gross and net profit margin), financial data (profit & loss, average rate of return and cash flow forecasts, marketing data, market data including market share <p>Oracy and Literacy (including key words for practical subjects)</p> <ul style="list-style-type: none"> Key terminology Student discussion Students presentation Written and extended questions. 	<p>Questioning in lessons</p> <p>Whole class feedback during lessons</p> <p>Low stakes quizzing based on homework set in knowledge organisers</p> <p>Exit Strategies</p>	<p>2 assessments throughout the academic year</p> <p>1 PPE</p>



GCSE Business – Year 10

Key Learning Questions	Topic 2.1 - Growing the Business	Literacy and Numeracy
<ul style="list-style-type: none">• What is meant by internal growth?• What is meant by external growth?• What is a PLC?• What sources of finance are accessible to a growing and established business?• Why business aims and objectives change as businesses evolve?• How business aims and objectives change as businesses evolve• What is meant by globalisation?• What benefits can globalisation bring to businesses?• What negative impacts can globalisation have on businesses?• What does it mean by the term ethics?• What is meant by a trade-off? – Think about possible trade-offs between the environment, sustainability and profit• What are the benefits for a business being seen as ethical?• Why can being ethical potentially increase costs?• What is meant by a pressure group?• What impact can pressure group activity have on the marketing mix?	<ul style="list-style-type: none">• To be able to identify methods of business growth and their impact. 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• To be able to discuss the types of business ownership for growing businesses. This includes the reasons for becoming a Public Limited Company (PLC)• To be able to 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)• To be able to discuss why business aims and objectives change as businesses evolve. E.g. In response to: market conditions, technology, performance, legislation, internal reasons.• To be able to discuss how business aims and objectives change as businesses evolve. Including Focus on survival or growth, entering or exiting markets, growing or reducing the workforce and increasing or decreasing product range.• To be able to assess the impact of globalisation on businesses. This includes understanding the following: imports: competition from overseas, buying from overseas, exports: selling to overseas markets, changing business locations and the impact of multinationals• To be able to identify barriers to international trade. This includes the impact of tariffs and trade blocs.• To be able to discuss how businesses compete internationally. This includes: the use of the Internet and e-commerce, changing the marketing mix to compete internationally	<ul style="list-style-type: none">• Reading facts and definitions.• Reading and researching relevant business case studies• Student discussion and responses to questions.



	<ul style="list-style-type: none"> To be able to discuss 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 	
Key Learning Questions	Topic 2.2 - Making Marketing Decisions	Literacy and Numeracy
<ul style="list-style-type: none"> What is meant by the design mix? What are the three variables of the design mix? What is meant by the product life cycle? What are the different phases of the product life cycle and what occurs during these stages? What is meant by an extension strategy? What different extension strategies as business may use? What different pricing strategies may a business decide to use? What influences the pricing strategy being adopted by a business? What appropriate promotional strategies can businesses use for different market segments? How can businesses make use of technology when promoting their goods or services? What are the different methods of distribution as business can make use of? What are meant by retailers? What are the benefits and drawbacks of retailers? What is meant by e-tailing? Why is e-tailing becoming more popular? What are the drawbacks of e-tailing? 	<ul style="list-style-type: none"> To be able to identify elements of the design mix. This includes: function, aesthetics and cost. To be able to use the product life cycle. This includes understanding what happens in each phase including: Introduction, Growth, Maturity and Decline. To be able to discuss the importance to a business of differentiating a product/service through: Branding, USP, Location, Design, Customer Service, Quality, Product mix. To be able to identify pricing strategies, these include: Price Skimming, Penetration pricing, Cost-plus pricing, Competitor Pricing and Promotional pricing. To be able to discuss influences on pricing strategies including: Technology, Competition, Market Segments and Product Life Cycle. To be able to assess appropriate promotion strategies for different market segments. This includes assessing the appropriateness of: advertising, sponsorship, product trials, special offers and the use of branding. To be able to discuss the use of technology in promotion. This includes targeted advertising online, viral advertising via social media and the use of e-newsletters. To be able to discuss methods of distribution. This includes both these of the traditional retailer route and the use of e-tailers. To be able to discuss how each element of the marketing mix can influence other elements 	<ul style="list-style-type: none"> Reading facts and definitions. Reading and researching relevant business case studies Student discussion and responses to questions.



<ul style="list-style-type: none"> • How can each element of the marketing mix can influence other elements? • How can the marketing mix be used to build a competitive advantage? • How can an integrated marketing mix can influence competitive advantage? 	<ul style="list-style-type: none"> • To be able to discuss using the marketing mix to build competitive advantage • To be able to assess how an integrated marketing mix can influence competitive advantage 	
<p align="center">Key Learning Questions</p>	<p align="center">Topic 2.3 – Making Operational Decisions</p>	<p align="center">Literacy and Numeracy</p>
<ul style="list-style-type: none"> • What are the general purposes of business operations? • What are the different production processes a business can make use of? • What is the mean purpose of the production process used? • What impact does technology have on production in terms of balancing cost, productivity, quality and flexibility? • What is meant by stock? What are the different types of stock a business may hold? • What is meant by max, min (buffer) and re-order levels of stock? • What is meant by Just-in-time (JIT)? • What are the benefits and drawbacks of a JIT approach to stock control management? • What is meant by procurement? • What are important elements of the relationship a business has with its supplier? • What potential impact could logistics and supply decisions have on the performance of a business? • What do we mean by the term quality? 	<ul style="list-style-type: none"> • To be able to identify the purpose of business operations. This includes both the production of good and services. • To be able to assess production processes. This includes the different approaches to production including: job, batch and flow & the ability to keep productivity up and costs down and allow for competitive prices • To be able to discuss the impacts of technology on production. This includes balancing cost, productivity, quality and flexibility. • To be able to discuss managing stock. This includes the interpretation of bar gate stock graphs and the use of just in time (JIT) stock control. • To be able to discuss 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. • To be able to discuss the concept of quality and its importance in the production of goods and the provision of services. This include both the use of quality control and quality assurance within a business. • To be able to discuss the concept of quality and its importance in allowing a business to control costs and gain a competitive advantage. • To be able to discuss the sales process and product knowledge. This includes: speed and efficiency of service, customer engagement, responses to customer feedback, post-sales service • To be able to assess the importance to businesses of providing good customer service 	<ul style="list-style-type: none"> • Reading facts and definitions. • Reading and researching relevant business case studies • Student discussion and responses to questions. • Interpreting bar gate stock graphs



<ul style="list-style-type: none"> • What is meant by both quality control and quality assurance, where might both instances be used? • Why is quality essential when controlling costs and maintaining a competitive advantage? • Was is meant 	<ul style="list-style-type: none"> • 	
<p align="center">Key Learning Questions</p>	<p align="center">Topic 2.4 – Making Financial Decisions</p>	<p align="center">Literacy and Numeracy</p>
<ul style="list-style-type: none"> • What is profit vs profitability? • What is meant by Gross Profit and how is it calculated? • How do you calculate the Gross Profit margin? • What is meant by Net Profit and how is it calculated? • How do you calculate the Net Profit margin? • What is meant by ARR? • How is ARR calculated? • How can financial information be used to help understand business performance and make business decisions? • What are the limitations of using financial to understand business performance and make business decisions? 	<ul style="list-style-type: none"> • To be able to understand the concept of gross and net profit • To be able to interpret gross profit and net profit margin and average rate of return figures • To be able to calculate gross and net profit • To be able to calculate gross profit and net profit margin and the average rate of return • To be able to discuss the use and interpretation of quantitative business data to support, inform and justify business decisions. This includes using: Information from graphs and charts, financial data marketing data and market data • To be able to identify the use and limitation of financial information in both understanding business performance and making business decisions. 	<ul style="list-style-type: none"> • Reading facts and definitions. • Reading and researching relevant business case studies • Student discussion and responses to questions. • Calculating Gross and Net Profit margins & ARR. • This new content enables students to consider the use of quantitative business data to support, inform and justify business decisions, as well as the use and limitation of financial information. • This supports the development of quantitative skills.
<p align="center">Key Learning Questions</p>	<p align="center">2.5 – Making Human Resource Decisions</p>	<p align="center">Literacy and Numeracy</p>
<ul style="list-style-type: none"> • What is meant by an organisational structure? • Why have a structure in place? 	<ul style="list-style-type: none"> • To be able to describe different organisational structures and when each are appropriate. This includes hierarchical and flat & centralised and decentralised. 	<ul style="list-style-type: none"> • Reading facts and definitions.



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| <ul style="list-style-type: none">• What are meant by the following terms: chain of command, span of control, delegation, subordinate?• What is meant by a hierarchical structure? What are their advantages and disadvantages?• What is meant by a flat structure? What are their advantages and disadvantages?• What is meant by a centralised structure? What are their advantages and disadvantages?• What is meant by a decentralised structure? What are their advantages and disadvantages?• What impact can insufficient or excessive communication have on efficiency and motivation?• What barriers to effective communication may exist?• What are meant by the following terms (all related to different ways of working): part-time, full-time, flexible hours, permanent, temporary, freelance.• What impact does technology now have on ways of working?• What are meant by the following terms (all related to different job roles and responsibilities): directors, senior managers, supervisor's/team leaders, operational and support staff• What are meant by the following (within the recruitment process): person specification, job description, application form, CV.• What is the difference between internal and external recruitment? What are the benefits and drawback to both approaches? | <ul style="list-style-type: none">• To be able to assess the importance of effective communication. This includes the impact of insufficient or excessive communication on efficiency and motivation & the barriers to effective communication.• To be able to describe different ways of working. This includes part time, full time and flexible hours, permanent, temporary, and freelance contracts.• To be able to discuss the impact of technology on ways of working, including implications for efficiency and remote working.• To be able to 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• To be able to describe how businesses recruit people. This includes: Documents: person specification and job description, application form, CV and recruitment methods used to meet different business need. (Internal and external recruitment).• To be able to describe 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• To be able to describe why businesses train and develop employees. This includes: the link between training, motivation and retention & retraining to use new technology• To be able to discuss the importance of motivation in the workplace. This includes: Attracting employees, retaining employees, productivity• To be able to describe how businesses motivate employees through both financial (remuneration, bonus, commission, promotion, fringe benefits) and non-financial (job rotation, job enrichment, autonomy) methods. | <ul style="list-style-type: none">• Reading and researching relevant business case studies• Student discussion and responses to questions. |
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- What is meant by the term training?
- What is the difference between formal and informal training and how might each be used?
- What is meant by self-training and why is it becoming more important within businesses?
- What is meant by on-going training and why is it becoming more important within businesses?
- How and why do businesses use target setting and performance reviews with their employees?
- What is the link between training, motivation and retention?
- How and why do businesses retrain using new technology?
- What is meant by the term motivation?
- Why is it important to have a motivated workforce?
- What are the implication of motivation on attracting employees, retaining employees and motivation?
- What different financial incentives could a business provide its employees in order to help improve motivation?
- What different non-financial incentives could a business provide its employees in order to help improve motivation?
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