



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.

JEWELLERY QUARTER ACADEMY

A level Economics
BTEC Business Studies
Local Apprenticeship
Employment

POST-16 DESTINATION

GCSE Exams

REVISION, EXAM TECHNIQUE

2.5 Assessment

How businesses motivate employees:

- financial methods:
 - remuneration
 - bonus
 - commission
 - promotion
 - fringe benefits
- non-financial methods:
 - job rotation
 - job enrichment
 - autonomy

The use and limitations of financial information in:

- understanding business performance
- making business decisions

2.4 Assessment

Organisational structures

- hierarchical and flat
- centralised and decentralised

Ways of working

- part-time, full-time and flexible hours
- 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)

The importance of motivation in the workplace

- attracting employees
- retaining employees
- productivity.

POST-16 guidance Interviews

25 MAKING HUMAN RESOURCE DECISIONS

The use and interpretation of quantitative business data to support, inform and justify business decisions:

- information
- charts
- financial data
- marketing data
- market data

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

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

promotion strategies

- 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

Price strategies

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

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

2.3 MAKING OPERATIONAL DECISIONS

Quality control and quality assurance

Procurement: working with suppliers

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

Impacts of technology on 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

Product

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

Place

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

The impact of the economic climate on businesses

- Changing income
- Inflation
- Changes in exchange rates
- Changes in interest rates
- Government taxation

1.5 Assessment & Year 10 Exam

YEAR 11

2.1 METHODS OF BUSINESS GROWTH

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]

END OF THEME 1

YEAR 11

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
- technology
- performance

Barriers to international trade:

- tariffs
- trade blocs

Ethics: the environment and how they impact on business

The role of pressure groups on business decisions

Who business stakeholders are and their different objectives?

- Shareholders
- Employees
- Customers
- Suppliers
- Pressure Groups
- Government

1.4 MAKING THE BUSINESS EFFECTIVE

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 formulae

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

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

1.2 Assessment

What are business aims and objectives

Financial: survival, profit, sales, market share, financial security

Non-financial: social objectives, personal satisfaction, challenge, independence and control.

Formulas and calculations in Maths

quality, design, USP

Risk: business failure, financial loss, lack of security

Reward: business success, profit, independence

1.1 ENTERPRISE AND ENTREPRENEURSHIP

1.1 Assessment

Identifying and understanding customer needs [price, quality, choice, convenience]

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.

Formulas and calculations in Maths

YEAR 10

YEAR 9 OPTIONS GUIDANCE

ASPECTS OF BUSINESS IN KS3 SUBJECTS

KS3

Excellence
Respect
Opportunity
Collaboration