The CGS GCSE Business (9-1) Learning Journey

Curriculum intent: The aim of the Business curriculum is to equip students with the appropriate knowledge and skills needed to develop their employability and to identify business problems and opportunities.

Justify - 9 Marks

You will be given two choices/options. You can access full marks by just focusing one one choice but to access top marks your answer must be balanced, have application and a conclusion.

Use business context and 5 linked strands of development. 1st paragraph: give a judgement e.g. advantages and 2 reasons why

2nd paragraph: give an opposing judgement to the chosen option (not of the other option) e.g. disadvantages and 2

3rd paragraph: conclusion using the '... it depends... rule'.

How businesses motivate employees:

- Financial methods:
- Remuneration
- Bonus Commission
- Promotion
- Fringe benefits.
- Non-financial methods: Job rotation End of unit 2.5
 - Job enrichment · Autonomy.
- · Formal and informal training Self-learning
 - Ongoing training for all employees · Use of target setting and performance reviews.



How businesses recruit people:



REVISION

Evaluate - 12 Marks

GCSE Exam

& Post-16

Destination

A decision needs to be made in this answer.

Use business context and 5 linked strands of development. 1st/2nd paragraph: 1 or 2 advantages identified with 2/3 reasons why. 3rd/4th paragraph: 1 or 2 disadvantages identified with 2/3 reasons why. • Productivity.

5th paragraph: Conclusion using the '... it depends...rule'.

THEME 2

END OF

assessment

The importance of motivation in the workplace: Why businesses train and Attracting employees

· Retaining employees

The use and limitations of financial

Making business decisions.

Understanding business performance

information in:

2.4 MAKING FINANCIAL DECISIONS



Ways of working:

develop employees:

- The link between training,
- motivation and retention Retraining to use new technology.

and responsibilities: key job roles and their responsibilities: Directors

Different job roles

- Senior managers · Supervisors/team leaders
- Operational and support staff.



Calculation and interpretation of:

- Gross profit margin
- · Net profit margin Average rate of return.
- **Business calculations** The concept and
- calculation of:
- Gross profit Net profit.

YEAR

The use and interpretation of quantitative business data to support, inform and justify business decisions: Information from graphs and charts

Financial data

· Marketing data Market data.

Quality control and quality assurance

The impact of logistics and supply decisions on:

• Cost

2.3 MAKING OPERATIONAL DECISIONS

 Customer satisfaction.

Reputation



Managing stock Bar gate stock

graphs Just in time (JIT) stock control.

The impact of different types of production

· Part-time, full-time and flexible hours

efficiency, remote working

Hierarchical and flat

Centralised and 🌷

decentralised.

Permanent, temporary, and freelance contracts

Organisational structures: Communication:

The impact of technology on ways of working:

process

communication.

The impact of

efficiency and

motivation

Using the marketing mix to make business decisions

2.5 MAKING HUMAN RESOURCE DECISIONS

insufficient or excessive

communication on

Barriers to effective



Promotion strategies: Advertising

Sponsorship Product trials Special offers

<u>Promotion</u>



Methods of distribution: tailers

End of Year 10 Exam

Analyse - 6 Marks Must have context. An

extended explain question. • Product knowledge development spread across • Customer engagement 2 impacts/benefits etc.

How technology impacts on business:

- e-commerce
- Social media
- · Digital communication · Payment systems.

External Influences:

Technology

The sales process:

· Post-sales service

• Speed and efficient service

Customer engagement

 Legislation · Economic climate.

The impact of the economic

Changes in exchange
 Changes in interest rates
 ** **raxation.***

climate on businesses:

• Unemployment

· Changing income

Inflation

YEAR

Procurement: working with suppliers: Quality

- · Delivery (cost, speed, reliability)
- Availability Cost
- Trust



End of unit 1.5

assessment

END OF

THEME

End of Year 9

Exam

Impacts of technology production

> Sources of finance for growing and established businesses Internal (retained profit and selling assets)

External (loan and share capital)

Internal (organic) growth

through new products and new

External growth through merger



· Imports: competition from overseas, buying from overseas

Exports: selling to overseas markets

End of unit 2.2

assessment

Business and globalisation:

Changing business locations Multinationals

Why business aims and objectives change

Share capital

Loans

· Internal reasons.

· Personal savings · Retained profit

• Venture capital • Crowd funding

Long term sources of finance

Market conditions
 Legislation

in response to:

· Technology.

Performance



Product

The Design Mix

Product Life Cycle

Function)

(Aesthetics, Costs and

Extension strategies

Barriers to

Tariffs

Short term sources of finance

Overdraft

Trade credit

· Trade blocs.

international trade:

End of unit 2.1 assessment



The impact of legislation on

- business: Consumer
- Employment law.

Discuss - 6 Marks 5 linked strands

of development spread across two impacts/

benefits/ drawbacks etc. Must have strong use of

terminology

throughout.

Understanding the

competitors based on

competitive environment. Strengths and weaknesses of

price, quality,

location, product

Who business stakeholders are and their different

- objectives? Shareholders · Local community
- Customers
- Suppliers
- Employees
- · Pressure Groups
- · Government.



End of unit 1.2 assessment

element (Price, Place,

Promotion and Product)

Types of business ownership:

markets

Market

Labour

Materials

1.4 MAKING THE BUSINESS EFFECTIVE

and takeovers

Factors influencing

business location:

What the marketing mix is Sole trader and the importance of each • Partnership

· Private limited company (Ltd). Pros and cons of each

Business revenues, fixed and variable costs and profits [including break even and margin of safety].

What is limited and unlimited

liability?

What is a franchise?

franchising

Pros and cons of

Year 9 Business Formulae

Revenue = price x quantity sold Total costs = fixed costs + variable costs Profit = total revenue - total costs

Interest % = (Total repayment – borrowed amount) ÷ borrowed amount x 100

End of unit 1.3

Break-even = fixed costs ÷ (selling price – average variable costs) Margin of Safety = actual output - break-even output





segmentation to target customers based on location demographics, lifestyle, income, Identifying and

How businesses use market

understanding customer needs (price, quality, choice, convenience).

End of unit 1.1 assessment

Identify - 1 mark Take one piece of information from

Non-financial: social objectives, personal satisfaction,

What are business aims and objectives

challenge, independence and control.

Financial: survival, profit, sales, market share,

a graph, table or

Give - 1 mark Make one valid point.

State - 1 mark Make one valid point in context.

Why and how new businesses come about.

Calculate - 2 marks

numbers into a pre-

learned formula to

generate an answer.

Put the correct



ENTERPRISE AND ENTR

The role of business enterprise and the Risk: business failure, purpose of business activity: Produce goods or services



financial loss, lack of security Reward: business success, profit, independence.



· recruitment methods used to

meet different business needs (internal and external recruitment)





















Application form













The role of





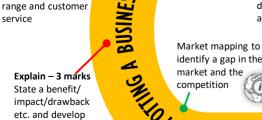
· To pay employees · To pay overheads











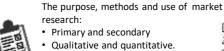
two linked strands from it.

Outline - 2 marks

Make one valid

from a graph,

table or chart.



research: Primary and secondary

Qualitative and quantitative. Use of social media.

· Good and bad points of market research.

OPA 200 of Mai

• Meet customer needs Add value: convenience, branding quality, design, USP.



