

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 on 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 reasons why.
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
 - Job enrichment
 - Autonomy.

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.

How businesses recruit people:
recruitment methods used to meet different business needs (internal and external recruitment).

End of unit 2.5 assessment

END OF THEME 2

GCSE Exam & Post-16 Destination

REVISION

Evaluate - 12 Marks

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

The importance of motivation in the workplace:

- Attracting employees
- Retaining employees
- Productivity.

Why businesses train and develop employees:

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

Different job roles and responsibilities: key job roles and their responsibilities:

- Directors
- 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.

2.4 MAKING FINANCIAL DECISIONS

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.

The impact of logistics and supply decisions on:

- Cost
- Reputation
- Customer satisfaction.

Quality control and quality assurance

End of unit 2.4 assessment

2.5 MAKING HUMAN RESOURCE DECISIONS

Organisational structures:

- Hierarchical and flat
- Centralised and decentralised.

Communication:

- The impact of insufficient or excessive communication on efficiency and motivation
- Barriers to effective communication.

How businesses recruit people: documents:

- Person specification and job description
- Application form
- CV.

Promotion
Promotion strategies:

- Advertising
- Sponsorship
- Product trials
- Special offers
- Branding.

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

Pricing
Pricing strategies

YEAR 11

End of Year 10 Exam

2.3 MAKING OPERATIONAL DECISIONS

The sales process:

- Product knowledge
- Speed and efficient service
- Customer engagement
- Post-sales service
- Customer engagement.

Procurement: working with suppliers:

- Quality
- Delivery (cost, speed, reliability)
- Availability
- Cost
- Trust.

Impacts of technology on production

Production processes (Job, Batch, Flow)

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

End of unit 2.1 assessment

Analyse - 6 Marks
Must have context. An extended explain question.
5 linked strands of development spread across 2 impacts/benefits etc.

How technology impacts on business:

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

External Influences:

- Technology
- Legislation
- Economic climate.

Public Limited Companies (plc)

Sources of finance for growing and established businesses
Internal (retained profit and selling assets)
External (loan and share capital)

END OF THEME 1

2.1 METHODS OF BUSINESS GROWTH

The impact of the economic climate on businesses:

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

End of unit 1.5 assessment

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
- Legislation
- Internal reasons.

Barriers to international trade:

- Tariffs
- Trade blocs.

Ethics, the environment and how they impact on business
The role of pressure groups on business decisions

The importance of cash & cash flow

- To pay employees
- To pay overheads
- To prevent insolvency

1.5 UNDERSTANDING THE EXTERNAL INFLUENCES ON BUSINESS

The impact of legislation on business:

- Consumer law
- Employment law.

Discuss - 6 Marks
5 linked strands of development spread across two impacts/benefits/drawbacks etc.

Must have strong use of terminology throughout.

Who business stakeholders are and their different objectives?

- Shareholders
- Local community
- Customers
- Suppliers
- Employees
- Pressure Groups
- Government.

What the marketing mix is and the importance of each element (Price, Place, Promotion and Product)

End of unit 1.2 assessment

1.4 MAKING THE BUSINESS EFFECTIVE

Types of business ownership:

- Sole trader
- Partnership
- Private limited company (Ltd).

Pros and cons of each.

What is limited and unlimited liability?

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

Business revenues, fixed and variable costs and profits (including break even and margin of safety).

Short term sources of finance

- Overdraft
- Trade credit

YEAR 10

1.2 SPOTTING A BUSINESS OPPORTUNITY

Understanding the competitive environment.
Strengths and weaknesses of competitors based on price, quality, location, product range and customer service

Explain - 3 marks
State a benefit/impact/drawback etc. and develop two linked strands from it.

Outline - 2 marks
Make one valid point from a graph, table or chart.



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.

End of unit 1.1 assessment

1.1 ENTERPRISE AND ENTREPRENEURSHIP

The role of business enterprise and the purpose of business activity:

- Produce goods or services
- Meet customer needs
- Add value: convenience, branding, quality, design, USP.

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

YEAR 9

1.3 PUTTING A BUSINESS IDEA INTO PRACTICE

What are business aims and objectives
Financial: survival, profit, sales, market share, financial security
Non-financial: social objectives, personal satisfaction, challenge, independence and control.

Calculate - 2 marks
Put the correct numbers into a pre-learned formula to generate an answer.

Identify - 1 mark
Take one piece of information from a graph, table or chart.

Give - 1 mark
Make one valid point.

State - 1 mark
Make one valid point in context.

Why and how new businesses come about.

