

ENRICHMENT OPPORTUNITIES

Aim higher university visit. Role plays for job interviews and PSHE development. Sandwell education partnership activities.

In the first year of studying GCSE Business students will be encouraged to focus on skills that lead to developing core business acumen skills needed to build a world class learning journey. Learners need to understand the nature of business activity and how it is concerned with meeting the needs of customers by providing a product or service, in most cases, for a profit. At the heart of business activity is enterprise and entrepreneurs, who initiate and grow businesses, with a wide range of aims and objectives. These objectives often adapt as businesses grow and as the market and competitive environment in which they operate changes. Business organisations vary in size and ownership and operate in local, national and global contexts. Businesses have many stakeholders who are affected by business activity and can also impact on business behaviour.

Learners need to understand that marketing involves identifying, anticipating and satisfying customer needs in a profitable way. Marketing affects all functions of a business and includes a wide range of activities including researching the market, analysing the market and developing a marketing strategy through the implementation of the marketing mix. Businesses will organise their marketing function in different ways, depending on their size, the goods and services they sell and the markets they operate in. Marketing decision-making will also be affected by these different contexts

Learners need to understand that business operations are concerned with the efficient management of the key functions and resources within a business to maximise profit. Businesses will organise their operations in different ways, depending on their size, the types of goods or services they sell and the markets they operate in. These different contexts will also affect decision-making on how a business operates.

Learners need to understand that human resources focus on the human function within a business. It involves the recruitment, training, organisation, retention, development and motivation of employees. Human resource managers will work with other business functions to contribute and direct the business aims and objectives. Businesses will organise their human resource function in different ways, depending on their size, the goods and services they sell and the markets they operate in. Human resources decision-making will also be affected by these different contexts.

HALF TERM 1 BUSINESS ACTIVITY

All students will know:

- Stakeholders,
- Aims and Objectives,
- Co-ops and Charities.
- Business Ownership.
- Enterprise.

All students will be assessed:

Students at this stage of learning will receive in class feedback to improve, recall quizzes and knowledge retention activities. The “DO NOW” activities allow recall of knowledge from previous learning and challenge the student to use transferrable skills to access Business Maths and Inference of business scenarios.

Reading skills needed for this unit:

ERIC BUSINESS Inference

Key vocabulary:

Entrepreneur, SMART, Industry sectors, Primary, Secondary, Tertiary

CURRICULUM AND ASSESSMENT PLAN

YEAR 10 | BUSINESS

HALF TERM 2 BUSINESS ACTIVITY

All students will know:

- Business location and site,
- Business planning.
- Business Ownership,
- Business growth.
- All elements are discussed to analyse and justify a business decision from different viewpoints of stakeholders.

All students will be assessed:

Assessment window - knowledge on learning so far, in context exam style questions

In terms of exam command words:

State
Outline
Explain
Analyse
Consider
Evaluate

Reading skills needed for this unit:

ERIC BUSINESS

Key vocabulary:

Franchise, Integration, Sole trader, Partnership
Private limited company, Public Limited company,
Unlimited liability

HALF TERM 3 MARKETING

All students will know:

- Market research,
- Marketing Mix,
- how elements and decisions can impact the sales of products.

All students will be assessed:

Students at this stage of learning will receive in class feedback to improve exam technique, recall quizzes and knowledge retention activities

Reading skills needed for this unit:

ERIC Business.

Key vocabulary:

Primary research, Secondary research,
Product, Place, Price, Promotion, Product life
cycle, Engagement, After-sale, Reliability,
interactions, Satisfaction Department,
Customer service

HALF TERM 4 HUMAN RESOURCES

All students will know:

- The recruitment process,
- Analysis of the different stages
- The training of employees
- Analysis of different methods to meet business aims and objectives

All students will be assessed:

Assessment window – exam style questions from component 1 and 2, in line with the GCSE grade boundaries

WEX week: End of March

Reading skills needed for this unit:

ERIC Business.

Key vocabulary:

Recruitment, Selection, Job analysis, Job
description, Person specification, Shortlisting,
References, On-the-job training, Off-the-job
training, Induction Training

CURRICULUM AND ASSESSMENT PLAN

YEAR 10 | BUSINESS

HALF TERM 5 HUMAN RESOURCES

All students will know:

- The analysis of motivation methods used by businesses to improve performance and meet aims and objectives
- The organisation of the business in terms of its hierarchy, job roles and expectations of employees to meet the aims and objectives
- The understanding of communications within a business and the relationship between employees and employers

All students will be assessed:

Students at this stage of learning will receive in class feedback to improve, recall quizzes and knowledge retention activities

Reading skills needed for this unit:

- » ERIC BUSINESS

Key vocabulary:

Fringe Benefits, Salary, Wage, Empowerment, Job Rotation, Job Enlargement, Job Enrichment,

Span of Control, Chain of Command

Tall hierarchical structure, Flat hierarchical structure

Trade Unions, Strike, Go Slow, Work to rule

Flexible Hours, Job Share, Zero-hour contract, Homeworking

HALF TERM 6 PRODUCTION METHODS

All students will know:

- Production methods and the suitability of production methods to certain manufactured products.
- The reasons behind businesses choosing specific production method and how this can influence decision making, costs and recruitment

All students will be assessed:

- » Assessment window late June early July. This assessment will cover all assessment objectives, including a case study to infer in line with the component 2 of the EDUQAS GCSE specification

Reading skills needed for this unit:

- » ERIC BUSINESS

Key vocabulary:

Flow, Batch, Production, Producer, Manufacturer, Supplier, Retailer, Procurement logistic

HOW STUDENTS CAN BE SUPPORTED AT HOME

Website: www.bbc.co.uk/bitesize

Text book: WJEC and Eduqas GCSE Business.

Revision text book: My revision notes: WJEC and Eduqas GCSE business.

HOW THIS LEARNING WILL BE EMBEDDED ELSEWHERE IN THE CURRICULUM

- » Careers and work experience.
- » Travel and tourism.
- » PRE – discrimination.

ENRICHMENT OPPORTUNITIES

- Cadburys World, Manchester United football tour, Aim higher university visit, Sandwell education partnership activities. Land Rover experiences, Coca Cola experience and Amazon experiences.

Revision sessions tailored to AO needs, Tycoon in School, student investors challenge.

The curriculum and assessment of students at this stage of education has been carefully designed to promote deep learning of influences in business and develop students into justified decision makers, economist experts for young people:

Learners need to understand that the finance function manages the financial activities of a business. It will have a number of roles including start-up finance, the preparation and creation of financial accounts, maintaining financial records, paying bills and analysing financial performance. Businesses will organise their finance function in different ways, depending on their size, the goods and services they sell and the markets they operate in. The financial decisions made by businesses will also be affected by these different contexts. Learners need to understand that all businesses operate in an external environment and there are a few external influences that impact on business activity. The success or failure of a business will often depend on its willingness and ability to recognise and anticipate these external influences. It is important that businesses respond to these influences to remain competitive and achieve their aims and objectives. External influences can impact on a business and its stakeholders in several diverse and conflicting ways

HALF TERM 1 OPERATIONS & FINANCE

All students will know:

Production:

- Quality and the Supply Chain

Finance

- Sources of finance:
- Costs and revenues.
- Calculation of Break-even point.
- Effect on changes in costs and revenues on break-even point,

All students will be assessed:

Mock exam - covering exam style questions from component 1 and 2

Reading skills needed for this unit:

- » Vocabulary.
- » Sentence Construction.
- » Sentence cohesion.
- » Working Memory.
- » Attention.

Key vocabulary:

Profit, revenue, costs, Break even, CAD, CAM, E-Commerce.

HALF TERM 2 | FINANCE: CASH FLOWS/INCOME STATEMENTS: FINANCIAL PERFORMANCE

All students will know:

- Cash Flow forecasting and how to improve it.
- Income statements
- Gross and Net Profit,
- Financial performance qualitative and quantitative data.
- Measuring the success of an investment.
- Average rate of return

All students will be assessed:

Mock exam - covering GCSE Business questions from component 1 and 2.

Reading skills needed for this unit:

- » Vocabulary.
- » Sentence Construction.
- » Sentence cohesion.
- » Working Memory.
- » Attention.

Key vocabulary:

Ethics, Morals, Values, Culture, Gross profit
Net profit, NPM %, GPM%. Annual rate of return

HOW THIS LEARNING WILL BE EMBEDDED ELSEWHERE IN THE CURRICULUM

Geography - Deforestation.

Mathematics - For accounting documents and formula, percentage change.

PSHE - Financial management and budgeting.

ICT - With e/m commerce technological change.

CURRICULUM AND ASSESSMENT PLAN

YEAR 11 | BUSINESS

HALF TERM 3 EXTERNAL INFLUENCES ON BUSINESS ACTIVITY

All students will know:

EXTERNAL ENVIRONMENT

- Technological influence on business activity, CAD and CAM, e-commerce and M-commerce.
- Ethical, and environmental and economic influences on business activity. interest and tax rates, unemployment
- Consumer income and unemployment, interest rates, tax rates,
- Impact of globalisation, and legislation on business. international trade, multinationals. EU. employment and consumer law

All students will be assessed:

Final assessment of GCSE Business exam style questions, component 1 and 2.

Reading skills needed for this unit:

- » Vocabulary.
- » Sentence construction.
- » Sentence cohesion.
- » Working memory.
- » Attention.
- » Comprehension.

Key vocabulary:

Consumer income, unemployment, interest rates, tax rates,
Multinational Globalisation, international trade, legislation
Employment law,

HALF TERM 4 & 5 EXAM PRACTICE

All students will know:

Concentrated exam practice, component 2 assessment objectives

Exam practice unit, exam technique skills and revision

Lots of higher-level questions, including WAGOLL, EBI and improving editing answer from modelling and self-evaluation and reflection

All students will be assessed:

- » Students will sit component 1 and component 2.

Reading skills needed for this unit:

- » Vocabulary.
- » Sentence construction.
- » Sentence cohesion.
- » Working memory and attention.

Key vocabulary:

Exam command words

HOW STUDENTS CAN BE SUPPORTED AT HOME

Website: www.bbc.co.uk/bitesize

Text book: WJEC and Eduqas GCSE Business.

Revision text book: My revision notes: WJEC and Eduqas GCSE Business.

