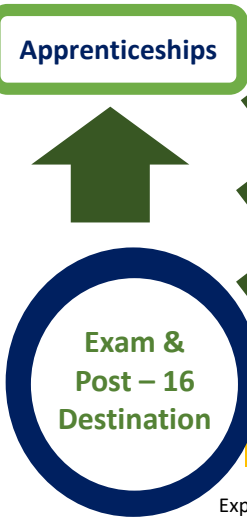


GCSE Business Studies Learning Journey



BROUGHTON
HIGH SCHOOL
Achieving Together

Curriculum intent: The aim of the Business Studies curriculum is to provide opportunities through a rigorous curriculum to develop commercially minded and enterprising individuals.



YEAR 11

6.2 THE ECONOMIC CLIMATE

The impact of the economic climate on businesses

- Employment and income levels
- The impact of changes on both and how businesses can respond to change.
- Recession
- Economic growth.

5.1 ROLE OF FINANCE FUNCTION

Explain the role of the finance function and how it influences business activity.

6.1 ETHICAL & ENVIRONMENTAL

Ethical and environmental considerations and the impact they have on a business.

5.5b CASHFLOW

The usefulness of cash flow forecasting to a business.

2.4 THE MARKETING MIX

Product: The Design Mix (Image, design, invention, innovation) Product Life Cycle Extension strategies

Place: Methods of distribution: (Physical and digital)

- Producer
- Wholesaler/RDC
- Retailer

5.4b BREAK-EVEN

The use and limitations of break-even analysis in business decisions making.

2.1 THE ROLE OF MARKETING

Explain the role of marketing in business activity.

5.3b REVENUE, PROFIT & COSTS

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

2.2 MARKET RESEARCH

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

6.3 GLOBALISATION

Business and globalisation:
• imports: competition from overseas, buying from overseas
• exports: selling to overseas markets
• changing business locations
• multinationals

2.3 MARKET SEGMENTATION

How businesses use market segmentation to target customers based on location, gender, lifestyle, income and age.

4.6 WORKING WITH SUPPLIERS

Procurement: working with suppliers

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

2.4 THE MARKETING MIX

Advertising:
- Social media
- Websites
- Printed media
- Television
- Radio

Pricing
Pricing strategies
• Penetration
• Cost-plus
• Competitor
• Price skimming
• Promotional

Promotion
Point of sale promotion:
- Price reductions
- Loss Leaders
- Competitions
- Free Samples

4.3 SALES PROCESS AND CUSTOMER SERVICE

The importance of good customer service

- Product knowledge
- Customer engagement
- After-sales service

7.0 THE INTERDEPENDENT NATURE

What is the impact on each functional area when a business makes a decision?

4.5 BUSINESS LOCATION

Factors influencing business location

- Cost
- Transport infrastructure
- Government incentives
- Proximity to market
- Proximity to labour
- Proximity to raw materials

3.1 THE ROLE OF HUMAN RESOURCES

What HR is and the purpose of it in a business.

- Perform calculations of HR needs

4.2 QUALITY OF GOODS & SERVICES

Quality control and quality assurance and checking quality of services

3.2 ORGANISATION STRUCTURES & WAYS OF WORKING

Organisational structures
• hierarchical and flat

Internal (organic) growth through new products and new markets, increasing output. External growth through merger and takeovers

5.5a CASH & CASHFLOW

The importance of cash & cash flow

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

3.3 BUSINESS COMMUNICATION

The importance of communication to a business.

- Different ways of communicating.

5.4 BREAK-EVEN

Break-even = fixed costs ÷ selling price - variable costs
Margin of Safety = Actual sales - break-even sales
Break even output and margin of safety

3.4 RECRUITMENT & SELECTION

How businesses recruit people:

- documents:
- person specification and job description
- recruitment methods used to meet different business needs (internal and external recruitment)

5.3a REVENUE, PROFIT & COSTS

Business revenues, fixed, variable and total costs and profit/loss.

3.5 MOTIVATION & RETENTION

How businesses motivate employees:

- financial methods:
 - Pay
 - Bonus / commission
 - Profit share
 - fringe benefits
- non-financial methods:
 - Praise
 - Award schemes
 - Working environment

5.2 SOURCES OF FINANCE

Sources of finance for starting up, running and growing businesses. Internal and External sources of finance

3.6 TRAINING & DEVELOPMENT

Why businesses train and develop employees:

- the link between training, motivation and retention
- retraining to use new technology

1.6 BUSINESS GROWTH

External growth; horizontal, vertical - backwards and forwards and diversification.

1.1 THE ROLE OF ENTERPRISE & ENTREPRENEURSHIP

Risk: business failure, financial loss, health, strained relationships.
Reward: financial, independence, self-satisfaction changing customer habits.

1.4 BUSINESS AIMS & OBJECTIVES

Why business aims and objectives change in response to:
• Age of business
• Change in ownership
• Changes in the external environment.

1.2 BUSINESS PLANNING

Developing a business idea

1.5 STAKEHOLDERS

Who business stakeholders are and their different objectives?

- Owners
- Employees
- Customers
- Suppliers
- Local community
- Government

The effect stakeholders have on the business.

3.7 & 4.4 LAWS

The impact of legislation on business

- Consumer law [Consumer Rights Act 2015 and The Consumer Protection Act 1987]
- Employer Law [Equality Act 2010], holidays and contract of employment

1.3 BUSINESS OWNERSHIP

Types of business ownership

- Sole trader
- Partnership
- Private and public limited companies

Good and bad points of each

3.8 THE ROLE OF LEGISLATION

The impact of legislation on business

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