

# Curriculum Knowledge Map

CHS Computing and Technology 2023/2024

GCSE Business (AQA 8132)

Year 10	AUTUMN		SPRING		SUMMER	
	Foundations of Business	Business in the Real World	Influence on Business	Business Operations	Business Human Resources	Business Marketing
<b>Declarative</b> <i>What should they know?</i>	<p>As an introduction to GCSE Business students will undertake a series of lessons looking at and exploring the g main business topics. In each lesson students will be introduced to learning areas relating to the topic being covered with the aim of developing knowledge and understanding.</p> <p>In these lessons' students will explore:</p> <p><b>Business in the Real World</b></p> <ul style="list-style-type: none"> <li>The purpose and nature of businesses</li> <li>Business ownership</li> <li>Setting business aims and objectives.</li> <li>Stakeholders</li> <li>Business location</li> <li>Business planning</li> <li>Expanding a business</li> </ul> <p><b>Influence on Business</b></p> <ul style="list-style-type: none"> <li>Technology</li> <li>Ethical and environmental considerations</li> <li>The economic climate on businesses</li> <li>Globalisation</li> <li>Legislation</li> <li>Competitive environment</li> </ul>	<p>Students should understand the purpose of business activity, the role of business enterprise and entrepreneurship, and the dynamic nature of business.</p> <p><b>The purpose and nature of businesses</b></p> <ul style="list-style-type: none"> <li>Purpose of business</li> <li>Reasons for starting a business.</li> <li>Basic functions and types of business</li> <li>Business enterprise and entrepreneurship</li> <li>Dynamic nature of business</li> </ul> <p><b>Business ownership</b></p> <ul style="list-style-type: none"> <li>Sole traders</li> <li>Partnerships</li> <li>Private limited companies (Ltd)</li> <li>Public limited companies (plc)</li> <li>Not-for-profit organisations</li> </ul> <p><b>Setting business aims and objectives.</b></p> <ul style="list-style-type: none"> <li>What is business aims and objectives?</li> <li>Purpose of setting objectives</li> <li>Role of objectives in running a business</li> <li>Changing objectives</li> </ul>	<p>Students should understand the importance of external influences on business and how businesses change in response to these influences.</p> <p><b>Technology</b></p> <ul style="list-style-type: none"> <li>E-commerce</li> <li>Digital communication</li> </ul> <p><b>Ethical and environmental considerations</b></p> <ul style="list-style-type: none"> <li>Ethical considerations</li> <li>Environmental considerations: <ul style="list-style-type: none"> <li>impact on traffic congestion</li> <li>recycling</li> <li>disposing of waste</li> <li>noise and air pollution.</li> </ul> </li> <li>Sustainability: <ul style="list-style-type: none"> <li>global warming</li> <li>using scarce resources.</li> </ul> </li> </ul> <p><b>The economic climate on businesses</b></p> <ul style="list-style-type: none"> <li>Interest rates: <ul style="list-style-type: none"> <li>how fluctuating interest rates can affect businesses that rely on overdrafts and loans for finance.</li> <li>how fluctuating interest rates can affect consumer and business spending.</li> </ul> </li> </ul>	<p>Students should understand what business operations involve, their role within the production of goods and the provision of services, and how they influence business activity.</p> <p><b>Production processes</b></p> <ul style="list-style-type: none"> <li>Methods of production: <ul style="list-style-type: none"> <li>job</li> <li>flow</li> </ul> </li> <li>Efficiency in production: <ul style="list-style-type: none"> <li>lean production</li> <li>just in time (JIT).</li> </ul> </li> </ul> <p><b>The role of procurement</b></p> <ul style="list-style-type: none"> <li>Managing stock: <ul style="list-style-type: none"> <li>Just in time (JIT)</li> <li>Just in case (JIC).</li> </ul> </li> <li>The effects of procurement and logistics on a business, including: <ul style="list-style-type: none"> <li>efficiency</li> <li>lower unit costs.</li> </ul> </li> <li>The value of effective supply chain management, including: <ul style="list-style-type: none"> <li>working with suppliers to ensure that key processes are running efficiently and cost effectively.</li> <li>getting goods and services for the best price and value</li> </ul> </li> </ul>	<p>Students should understand the purpose of human resources, its role within the business and how it influences business activity.</p> <p><b>Organisational structures</b></p> <ul style="list-style-type: none"> <li>Organisational structures</li> <li>Appropriateness of organisational structures</li> <li>Centralisation and decentralisation</li> </ul> <p><b>Recruitment and selection of employees</b></p> <ul style="list-style-type: none"> <li>The need for recruitment</li> <li>Methods of recruitment and selection of employees</li> <li>Contracts of employment</li> </ul> <p><b>Motivating employees</b></p> <ul style="list-style-type: none"> <li>Importance of motivation in the workforce</li> <li>Methods to motivate staff.</li> </ul> <p><b>Training</b></p> <ul style="list-style-type: none"> <li>Importance of training the workforce</li> <li>Types of training undertaken by businesses</li> </ul>	<p>Students should understand the purpose of marketing, its role within business and how it influences business activity.</p> <p><b>Identifying and understanding customers</b></p> <ul style="list-style-type: none"> <li>The importance of identifying and satisfying customer needs</li> </ul> <p><b>Segmentation</b></p> <ul style="list-style-type: none"> <li>Types of segmentation</li> </ul> <p><b>The purpose and methods of market research</b></p> <ul style="list-style-type: none"> <li>Purpose of market research</li> <li>Collect information about: <ul style="list-style-type: none"> <li>demand</li> <li>competition</li> <li>target market.</li> </ul> </li> <li>Methods of market research to include primary and secondary: <ul style="list-style-type: none"> <li>Questionnaires, surveys, interviews</li> <li>focus groups.</li> <li>internet research</li> <li>printed press e.g. newspapers.</li> </ul> </li> <li>Use of market research: information that may help decision making.</li> </ul>

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	<p><b>Business Operations</b></p> <ul style="list-style-type: none"> <li>• Production processes</li> <li>• The role of procurement</li> <li>• The concept of quality</li> <li>• Good customer services</li> </ul> <p><b>Human Resources</b></p> <ul style="list-style-type: none"> <li>• Organisational structures</li> <li>• Recruitment and selection of employees</li> <li>• Motivating employees</li> <li>• Training</li> </ul> <p><b>Marketing</b></p> <ul style="list-style-type: none"> <li>• Identifying and understanding customers</li> <li>• Segmentation</li> <li>• The purpose and methods of market research</li> <li>• The elements of the marketing mix: price, product, promotion and place (4Ps)</li> <li>• Product portfolio</li> <li>• PR</li> <li>• Reasons for promotion</li> <li>• Place</li> <li>• E-commerce and m-commerce</li> </ul> <p><b>Finance</b></p> <ul style="list-style-type: none"> <li>• Sources of finance</li> <li>• Cash flow</li> <li>• Financial terms and calculations</li> <li>• Analysing the financial performance of a business</li> </ul>	<ul style="list-style-type: none"> <li>• Use of objectives in judging success</li> </ul> <p><b>Stakeholders</b></p> <ul style="list-style-type: none"> <li>• Main stakeholders of businesses</li> <li>• Objectives of stakeholders</li> <li>• Impact of business activity on stakeholders</li> <li>• Impact and influence stakeholders have on businesses.</li> </ul> <p><b>Business location</b></p> <ul style="list-style-type: none"> <li>• Factors influencing the location decision of a business.</li> </ul> <p><b>Business planning</b></p> <ul style="list-style-type: none"> <li>• The purpose of business planning</li> <li>• The main sections within a business plan</li> <li>• Basic financial terms</li> <li>• Basic financial calculations</li> </ul> <p><b>Expanding a business</b></p> <ul style="list-style-type: none"> <li>• Methods of expansion</li> <li>• Benefits and drawbacks of expansion</li> <li>• Economies of scale</li> <li>• Diseconomies of scale</li> </ul>	<ul style="list-style-type: none"> <li>• Level of employment</li> <li>• Consumer spending</li> </ul> <p><b>Globalisation</b></p> <ul style="list-style-type: none"> <li>• How UK businesses compete internationally, offering:             <ul style="list-style-type: none"> <li>◦ better designs</li> <li>◦ higher quality products at lower prices.</li> </ul> </li> <li>• Exchange rates</li> </ul> <p><b>Legislation</b></p> <ul style="list-style-type: none"> <li>• Employment law</li> <li>• Health and Safety law</li> <li>• Consumer law</li> </ul> <p><b>Competitive environment</b></p> <ul style="list-style-type: none"> <li>• Impact on businesses of operating in competitive markets.</li> </ul> <p>Uncertainty and risks businesses face</p>	<ul style="list-style-type: none"> <li>◦ cutting any waste and unnecessary costs to create a streamlined process and fast production times.</li> </ul> <p><b>The concept of quality</b></p> <ul style="list-style-type: none"> <li>• Consequences of quality issues</li> <li>• Methods of maintaining consistent quality: Total quality management (TQM)</li> <li>• Costs and benefits of maintaining quality:             <ul style="list-style-type: none"> <li>◦ additional sales</li> <li>◦ image/reputation</li> <li>◦ higher price</li> <li>◦ inspection costs</li> <li>◦ staff training</li> <li>◦ product recalls</li> <li>◦ the provision of services.</li> </ul> </li> </ul> <p><b>Good customer services</b></p> <ul style="list-style-type: none"> <li>• Methods of good service:             <ul style="list-style-type: none"> <li>◦ product knowledge</li> <li>◦ customer engagement (creating a positive experience for the customer)</li> <li>◦ post sales services (e.g., user training, help lines, servicing). Benefits of good customer service, including:                     <ul style="list-style-type: none"> <li>◦ increase in customer satisfaction.</li> <li>◦ customer loyalty</li> <li>◦ increased spend.</li> <li>◦ profitability.</li> </ul> </li> </ul> </li> <li>• Dangers of poor customer service, including:             <ul style="list-style-type: none"> <li>◦ dissatisfied customers</li> <li>◦ poor reputation via word of mouth</li> <li>◦ reduction in revenue.</li> </ul> </li> <li>• The ways in which advances in ICT have allowed</li> </ul>	<p><b>The elements of the marketing mix: price, product, promotion and place (4Ps)</b></p> <ul style="list-style-type: none"> <li>• Pricing methods, including:             <ul style="list-style-type: none"> <li>◦ price skimming</li> <li>◦ price penetration</li> <li>◦ competitive pricing</li> <li>◦ loss leader</li> <li>◦ cost-plus.</li> </ul> </li> <li>• The factors that influence pricing decisions, including:             <ul style="list-style-type: none"> <li>◦ Costs, nature of the market, degree of competition, product life cycle.</li> </ul> </li> <li>• Product &amp; Product differentiation:             <ul style="list-style-type: none"> <li>◦ unique selling point (USP), brand image.</li> </ul> </li> <li>• The product life cycle:             <ul style="list-style-type: none"> <li>◦ research and development</li> <li>◦ introduction</li> <li>◦ growth</li> <li>◦ maturity</li> <li>◦ decline</li> </ul> </li> <li>• extension strategies:             <ul style="list-style-type: none"> <li>◦ updating packaging</li> <li>◦ adding more or different features</li> <li>◦ changing target market</li> <li>◦ advertising</li> <li>◦ price reduction.</li> </ul> </li> <li>• Product portfolio</li> <li>• Promotional methods:             <ul style="list-style-type: none"> <li>◦ advertising, including:                     <ul style="list-style-type: none"> <li>◦ newspapers, magazines, television, internet, billboards.</li> </ul> </li> </ul> </li> <li>• PR             <ul style="list-style-type: none"> <li>◦ sales promotion</li> <li>◦ point of sales displays</li> <li>◦ 2 for 1 offers, free gifts, samples, coupons, competitions, sponsorship, social media.</li> </ul> </li> </ul>
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# Curriculum Knowledge Map

				customer services to develop: o websites o e-commerce social media.		<ul style="list-style-type: none"> <li>Factors influencing the selection of the promotional mix: <ul style="list-style-type: none"> <li>finance available</li> <li>competitor actions</li> <li>the nature of the product or service</li> <li>the nature of the market</li> <li>target market.</li> </ul> </li> <li>Reasons for promotion: <ul style="list-style-type: none"> <li>inform/remind customers about the product.</li> <li>create or increase sales.</li> <li>create or change the image of the product.</li> <li>persuade customers to buy the product.</li> </ul> </li> <li>Place (the different channels of distribution used by businesses): <ul style="list-style-type: none"> <li>retailers</li> <li>wholesalers</li> <li>telesales.</li> </ul> </li> <li>E-commerce and m-commerce</li> </ul> <p>Integrated nature of the marketing mix, using the marketing mix to inform and implement business decisions</p>
<b>Procedural</b> <i>What should they be able to do?</i>	<b>Demonstrate knowledge and understanding of business concepts and issues.</b>  Apply knowledge and understanding of business concepts and issues to a variety of contexts. <ul style="list-style-type: none"> <li>Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions.</li> <li>know and understand business concepts, business terminology, business</li> </ul>	<b>The purpose and nature of businesses</b> <ul style="list-style-type: none"> <li>understand what a business is and the reasons for starting a business (including producing goods, supplying services, distributing products, fulfilling a business opportunity and providing a good or service to benefit others)</li> <li>understand the difference between goods and services, needs and wants.</li> <li>understand the meaning of factors of production – land, labour, capital, enterprise.</li> <li>define opportunity cost.</li> </ul>	<b>Technology</b> <ul style="list-style-type: none"> <li>understand the impact of the changing use of ICT and how it influences business activity.</li> <li>E-commerce to access wider markets.</li> <li>Digital communication changing the way businesses communicate with stakeholders. <i>Students are expected to know relevant examples of digital technology/communication.</i></li> </ul> <b>Ethical and environmental considerations</b>	<b>Production processes</b> <ul style="list-style-type: none"> <li>Students should be familiar with job and flow production methods and understand when each is appropriate.</li> <li>Students should consider how production might be made more efficient by the use of lean production techniques.</li> </ul> <b>The role of procurement</b> <ul style="list-style-type: none"> <li>Students should be able to evaluate the use of managing stock using JIT to a given business.</li> <li>Students should recognise that the benefits of reduced</li> </ul>	<b>Organisational structures</b> <ul style="list-style-type: none"> <li>internal organisational structures, span of control, chain of command, layering and delegation</li> <li>why businesses have internal organisational structures, including an understanding of different job roles and responsibilities throughout the business.</li> <li>the impact that having a tall or flat organisational structure has on how a business is managed.</li> <li>how organisational structure may affect the different ways of communication.</li> </ul>	<b>Identifying and understanding customers</b> <ul style="list-style-type: none"> <li>understand the importance of identifying and satisfying customer needs, in order to: <ul style="list-style-type: none"> <li>provide a product or service that customers will buy.</li> <li>increase sales.</li> <li>select the correct marketing mix.</li> <li>avoid costly mistakes.</li> <li>be competitive.</li> </ul> </li> </ul> <b>Segmentation</b> <ul style="list-style-type: none"> <li>understand how and why different businesses use</li> </ul>

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<p>objectives, the integrated nature of business activity and the impact of business on individuals and wider society.</p> <ul style="list-style-type: none"> <li>• apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts.</li> <li>• develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen and draw on evidence to make informed business decisions and solve business problems.</li> <li>• develop as effective and independent students, and as critical and reflective thinkers with enquiring minds.</li> <li>• use an enquiring, critical approach to make informed judgements.</li> <li>• investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth and understanding of business.</li> <li>• develop and apply quantitative skills relevant to business, including using and interpreting data.</li> </ul> <p><b>Calculation</b></p> <ul style="list-style-type: none"> <li>• Calculations in a business context, including:</li> <li>• percentages and percentage changes</li> <li>• averages</li> </ul>	<ul style="list-style-type: none"> <li>• define the three sectors of primary, secondary and tertiary and give examples of types of business that operate in each sector.</li> <li>• understand the term enterprise and what is meant by an entrepreneur.</li> <li>• outline the characteristics of an entrepreneur, such as hard working, innovative, organised and willingness to take a risk.</li> <li>• outline the objectives of an entrepreneur, including to be their own boss, flexible working hours, to pursue an interest, earn more money, identify a gap in the market and dissatisfaction with current job.</li> <li>• understand that businesses face a constantly changing business environment due to changes in technology, economic situation, legislation and environmental expectations.</li> </ul> <p><b>Business ownership</b></p> <ul style="list-style-type: none"> <li>• understand the different legal structures that businesses adopt.</li> <li>• analyse the benefits and drawbacks of each legal structure (including issues such as management and control, sources of finance available, liability and distribution of profits)</li> <li>• understand the concept of limited liability and which legal structures benefit from this.</li> <li>• evaluate which legal structure would be most appropriate for a variety of business examples, including</li> </ul>	<ul style="list-style-type: none"> <li>• be able to identify and analyse where there may be a possible trade-off between ethics and profit.</li> <li>• Ethical behaviour requires businesses to act in ways that stakeholders consider to be both fair and honest.</li> <li>• to know relevant examples of ways in which a business can behave ethically and the benefits and drawbacks of ethical behaviour.</li> <li>• be able to demonstrate knowledge and understanding of how business and consumers accept greater environmental responsibility in their decision making and the costs and benefits of businesses behaving this way.</li> <li>• be able to identify and analyse where there may be a possible trade-off between sustainability and profit.</li> </ul> <p><b>The economic climate on businesses</b></p> <ul style="list-style-type: none"> <li>• be able to demonstrate and understand how businesses might be affected by changes in the rate of interest.</li> <li>• be able to identify how and why businesses might be affected by changes in levels of employment.</li> <li>• be able to discuss how demand for products and services may change as incomes fluctuate.</li> <li>• Economic theory relating to how/why interest rates change is not required.</li> </ul>	<p>costs must be balanced against the cost of more frequent deliveries and lost purchasing economies of scale.</p> <ul style="list-style-type: none"> <li>• The benefits of having spare stock to satisfy demand balanced against the cost of holding buffer stock.</li> <li>• Students should be able to analyse the factors that affect the choice of supplier for a given business.</li> <li>• Students should understand what procurement and logistics are and their effect on a business.</li> <li>• Students should recognise that the benefits of reduced costs must be balanced against the quality of service.</li> <li>• Students should understand what a supply chain is and recognise the benefits of managing an effective supply chain.</li> </ul> <p><b>The concept of quality</b></p> <ul style="list-style-type: none"> <li>• Students should have an understanding of customer expectations of quality in terms of production of goods and the provision of services.</li> <li>• How businesses identify quality problems and how businesses measure quality and the consequences of these issues.</li> <li>• Students should be aware of the methods of maintaining consistent quality and be able to identify the advantages to a business of using TQM.</li> <li>• Students should be aware of the possible quality issues as businesses grow, particularly</li> </ul>	<p><b>Recruitment and selection of employees</b></p> <ul style="list-style-type: none"> <li>• understand the difference between internal and external recruitment and the benefits and drawbacks of each approach.</li> <li>• outline the main stages in the recruitment and selection process, including an understanding of job analysis, job description, person specification, and selection methods.</li> <li>• analyse the benefits of having an effective recruitment and selection process for a business, including high productivity, high quality output or customer service and staff retention.</li> <li>• understand the difference between part time and full time contracts, job share and zero hour contracts.</li> <li>• understand the benefits of full and part time employment.</li> </ul> <p><b>Motivating employees</b></p> <ul style="list-style-type: none"> <li>• understand the benefits of a motivated workforce, such as staff retention and high productivity.</li> <li>• understand the use of financial methods of motivation (including an understanding of the main methods of payment including salary, wage, commission and profit sharing)</li> <li>• understand the use of non-financial methods of motivation, including styles of management, importance</li> </ul>	<p>segmentation to target customers, including:</p> <ul style="list-style-type: none"> <li>○ gender, age, location, income.</li> </ul> <p><b>The purpose and methods of market research</b></p> <ul style="list-style-type: none"> <li>• understand why businesses conduct market research, such as to identify market opportunities and to get a better insight into their customers and competitors.</li> <li>• understand the difference between qualitative and quantitative market research.</li> <li>• identify the benefits and drawbacks for various market research techniques and select the best method for a given business.</li> <li>• be able to interpret and use qualitative and quantitative market research findings.</li> <li>• be expected to manipulate and interpret data from tables and charts.</li> <li>• be able to identify market size and market share.</li> </ul> <p><b>The elements of the marketing mix: price, product, promotion and place (4Ps)</b></p> <ul style="list-style-type: none"> <li>• have an understanding of the main features of pricing methods and the impact they will have on a business.</li> <li>• be able to recognise the factors, internal and external, which might influence the pricing decision.</li> <li>• have an understanding of the basic relationship between price and demand.</li> </ul>
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<ul style="list-style-type: none"> <li>revenue, costs and profit</li> <li>gross profit margin and net profit margin ratios</li> <li>average rate of return</li> <li>cash flow forecasts, including total costs, total revenue and net cash flow.</li> </ul> <p><b>Interpretation</b></p> <ul style="list-style-type: none"> <li>Interpretation and use of quantitative data in business contexts to support, inform and justify business decisions, including:</li> <li>information from graphs and charts</li> <li>profitability ratios (gross profit margin and net profit margin)</li> <li>financial data, including profit and loss, average rate of return and cash flow forecasts.</li> <li>marketing data, including market research data.</li> <li>market data, including market share, changes in costs and changes in prices.</li> </ul>	<p>new start-up businesses and large established businesses.</p> <p><b>Setting business aims and objectives.</b></p> <ul style="list-style-type: none"> <li>understand the main aims and objectives for businesses: survival, profit maximisation, growth (domestic and international), market share, customer satisfaction, social and ethical objectives and shareholder value.</li> <li>understand the role of objectives in running a business.</li> <li>understand how and why the objectives set will differ between businesses (reasons include the size of the business, level of competition faced and type of business)</li> <li>understand how and why the objectives set may change as businesses evolve. Students should consider how the objectives of larger more established businesses might differ from smaller start-up businesses, e.g. becoming the dominant business in the market, international expansion, increasing shareholder value and ethical and environmental considerations.</li> <li>understand the success of a business can be measured in other ways than profit.</li> </ul> <p><b>Stakeholders</b></p> <ul style="list-style-type: none"> <li>understand what is meant by a stakeholder and who the main stakeholders of a business are, including</li> </ul>	<p><b>Globalisation</b></p> <ul style="list-style-type: none"> <li>be able to demonstrate knowledge and understanding of globalisation and the benefits and drawbacks that it offers UK businesses.</li> <li>understand the impact of exchange rates on the profit and sales of those businesses that import and/or export.</li> </ul> <p><b>Legislation</b></p> <ul style="list-style-type: none"> <li>be able to assess the impact of legislation on businesses, for example cost, training needs, recruitment and the consequences of failure to follow legislation for the business.</li> <li>be aware of the benefits for providing a safe working environment.</li> <li>Employment law including: <ul style="list-style-type: none"> <li>national minimum wage/living wage</li> <li>the Equality Act (2010).</li> <li>Health and safety law including: The Health and Safety at Work Act (1974).</li> </ul> </li> <li>Consumer law including trade descriptions. <i>Only brief knowledge of each law is needed. More emphasis should be placed on the effects of the legislation on businesses.</i> </li> </ul> <p><b>Competitive environment</b></p> <ul style="list-style-type: none"> <li>understand the meaning of a market and competition.</li> <li>analyse potential impacts of competition on businesses and identify situations when businesses face minimal or no competition.</li> </ul>	<p>if outsourcing and franchising is used.</p> <p><b>Good customer services</b></p> <ul style="list-style-type: none"> <li>Students should understand the sales process.</li> <li>Students should be able to understand the importance of providing good service to customers and analyse the techniques businesses use to provide good customer service.</li> </ul>	<p>of training and greater responsibility, fringe benefits.</p> <p><b>Training</b></p> <ul style="list-style-type: none"> <li>explain the benefits of training employees for a business, including increased productivity, ability to deal with changes in technology, increased motivation, staff retention, production of high-quality goods and good customer service.</li> <li>understand the methods of training undertaken by businesses, including induction training, on the job training and off the job training.</li> <li>explain the benefits of induction training.</li> <li>analyse the benefits and drawbacks of on the job and off the job training and evaluate which would be the most appropriate method for a variety of businesses.</li> </ul>	<ul style="list-style-type: none"> <li>understand the benefits and risks of developing new products.</li> <li>understand the importance of product design, image and the needs of the target market when designing new products.</li> <li>appreciate the significance of having a USP in a competitive market.</li> <li>have an understanding of the product life cycle and evaluate the effectiveness of extension strategies and when they would be suitable.</li> <li>understand how and why businesses might broaden and balance their product portfolio using the Boston Matrix.</li> <li>be familiar with promotional methods.</li> <li>appreciate the benefits and drawbacks of promotional methods used by businesses.</li> <li>be able to analyse factors influencing the selection of the promotion mix.</li> <li>be familiar with the different channels of distribution used by businesses to gain access to potential customers.</li> <li>be able to analyse the growing importance of e-commerce and m-commerce and how it can extend the reach of businesses.</li> <li>be able to recognise how the marketing mix evolves over time and evaluate how businesses may react to this.</li> </ul>
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# Curriculum Knowledge Map

		<p>owners, employees, customers, local community and suppliers.</p> <ul style="list-style-type: none"> <li>understand stakeholders' main objectives including maximising pay for workers, minimising environmental impact on local community and high dividend payments for owners.</li> <li>understand the impact and influence stakeholders have on businesses and their objectives and how businesses may face conflict between stakeholders.</li> </ul> <p><b>Business location</b></p> <ul style="list-style-type: none"> <li>understand the factors that influence where a business is located, including proximity to the market, availability of raw materials, labour, competition and costs.</li> </ul> <p><b>Business planning</b></p> <ul style="list-style-type: none"> <li>understand the reasons why businesses create plans, including importance in setting up a new business, raising finance, setting objectives and detailing how functions of a business will be organised.</li> <li>understand the main sections of a business plan.</li> <li>analyse the benefits and drawbacks of business planning.</li> <li>understand the difference between variable costs, fixed costs and total costs.</li> <li>understand the concept of revenue, costs, profit and loss.</li> </ul> <p><b>Expanding a Business</b></p>	<ul style="list-style-type: none"> <li>understand the risks businesses face and the reasons why all businesses face uncertainty.</li> <li>understand the reason why entrepreneurs embark on running businesses and the activities businesses can undertake to minimise risks.</li> </ul>			
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# Curriculum Knowledge Map

		<ul style="list-style-type: none"> <li>• discuss the advantages and disadvantages of methods of growth.</li> <li>• understand the methods used by businesses when expanding (organic growth through franchising, opening new stores and expanding through e-commerce, outsourcing and external growth through mergers and takeovers)</li> <li>• understand the benefits of growth in terms of unit cost advantages due to economies of scale and the drawbacks of growth due to diseconomies of scale.</li> <li>• understand the meaning of purchasing and technical economies of scale.</li> <li>• understand that with growth businesses increase the risk of diseconomies of scale occurring due to poor communication, coordination issues and reduced staff motivation.</li> <li>• calculate and interpret average unit costs.</li> </ul>				
<b>Disciplinary Literacy</b> <i>(Tier 3 Vocab)</i>	Tier 3 – Subject-specific academic vocabulary: <ul style="list-style-type: none"> <li>• Production</li> <li>• Procurement</li> <li>• Entrepreneur</li> <li>• Shareholder</li> <li>• Organisation</li> <li>• E-commerce/ M-commerce</li> <li>• Globalization</li> <li>• Segmentation</li> <li>• Marketing</li> <li>• Shareholder</li> <li>• Profit</li> </ul>	Tier 3 – Subject-specific academic vocabulary: <ul style="list-style-type: none"> <li>• Entrepreneur</li> <li>• Inflation</li> <li>• Liability</li> <li>• Shareholder</li> <li>• Flotation</li> <li>• Organization</li> <li>• Public Sector</li> <li>• Private sector</li> <li>• Dividends Tariff</li> <li>• Imports</li> <li>• Revenue</li> <li>• Variable (costs)</li> <li>• Capitalization</li> <li>• Franchise</li> <li>• Merger</li> </ul>	Tier 3 – Subject-specific academic vocabulary: <ul style="list-style-type: none"> <li>• Stakeholders</li> <li>• E-commerce</li> <li>• M-commerce</li> <li>• Sustainability</li> <li>• Economy</li> <li>• Overdraft Globalisation</li> <li>• Multinational</li> <li>• Investment</li> <li>• Legislation</li> <li>• Recession</li> <li>• Diversification</li> </ul>	Tier 3 – Subject-specific academic vocabulary: <ul style="list-style-type: none"> <li>• Production</li> <li>• Specialization</li> <li>• Kaizen</li> <li>• Purchasing</li> <li>• Procurement</li> <li>• Logistics</li> </ul>	Tier 3 – Subject-specific academic vocabulary: <ul style="list-style-type: none"> <li>• Delaying</li> <li>• Delegation</li> <li>• Decentralization</li> <li>• Diversification</li> <li>• Person Specification</li> <li>• Productivity</li> <li>• Employment</li> <li>• Retention</li> <li>• Recruitment</li> </ul>	Tier 3 – Subject-specific academic vocabulary: <ul style="list-style-type: none"> <li>• Portfolio</li> <li>• Extension strategies</li> <li>• Competitive</li> <li>• Promotional</li> <li>• Advertising</li> <li>• Distribution</li> <li>• Wholesaler</li> <li>• Intermediary</li> </ul>

# Curriculum Knowledge Map

<b>Assessment</b>	<p><b>Key Assessment Piece:</b></p> <ul style="list-style-type: none"> <li>Classwork piece – Globalisation. Student written piece about the impact of Covid19 on globalisation.</li> </ul> <p><b>Key Assessment Piece:</b></p> <ul style="list-style-type: none"> <li>Baseline assessment for Autumn1 – the 6 key topics of Business. (To be completed at the end of the Autumn 1 term).</li> </ul>	<p><b>Key Assessment Piece:</b></p> <ul style="list-style-type: none"> <li>Classwork piece – types of business ownership</li> </ul> <p><b>Key Assessment Piece:</b></p> <ul style="list-style-type: none"> <li>Home learning task 2 (M7S Plan A)</li> </ul> <p><b>Key Assessment Piece:</b></p> <ul style="list-style-type: none"> <li>Classwork piece – business plans</li> </ul> <p><b>Key Assessment Piece:</b></p> <ul style="list-style-type: none"> <li>Case Study (written response) – Tyrrells and Amplify (Chapter 1 page 54)</li> </ul>	<p><b>Progress Testing 1:</b></p> <p>Students will have a progress test paper in the spring term that covers key elements of the course covered in Year 10 (Business in the real world &amp; Influences on Business).</p>	<p><b>Key Assessment Piece:</b></p> <ul style="list-style-type: none"> <li>Business insight – Toyota (Chapter 3 Page 138)</li> </ul> <p><b>Key Assessment Piece:</b></p> <ul style="list-style-type: none"> <li>Business insight – Amazons fulfilment centers – Chapter 2 Page 77)</li> </ul> <p><b>Key Assessment Piece:</b></p> <ul style="list-style-type: none"> <li>Home Study Task: preparation for progress test, assigned through MS Teams</li> </ul> <p><b>Key Assessment Piece:</b></p> <ul style="list-style-type: none"> <li>Case Study (written response) – Sounds Alive (Chapter 3 page 152)</li> </ul>	<p><b>Key Assessment Piece:</b></p> <ul style="list-style-type: none"> <li>Classwork piece – Market Research, student written piece about the benefits of market research for the business owner/product developer</li> </ul> <p><b>Key Assessment Piece:</b></p> <ul style="list-style-type: none"> <li>Project summary analysis (Marketing)</li> </ul>	<p><b>Progress Testing 2:</b></p> <p>Students will prepare for both paper 1 and paper 2:</p> <p><b>Paper 1</b></p> <ul style="list-style-type: none"> <li>Business in the real world</li> <li>Influence on business</li> <li>Business operations</li> <li>Human resources</li> </ul> <p><b>Paper 2</b></p> <ul style="list-style-type: none"> <li>Business in the real world</li> <li>Influence on business</li> <li>Marketing</li> <li>Finance</li> </ul> <p><b>Each examination paper is 50% of the final grade for the students.</b></p> <p><i>Each assessment paper will consist of multiple-choice questions, 4, 6, 9 and 12 mark responses to case study information.</i></p>
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