

Curriculum Knowledge Map

CHS Computing and Technology 2022/2023

GCSE Business (AQA 8132)

Year 10 (2022)

Existing structure for Year 9's into Year 10

Year 10	AUTUMN	SPRING	SUMMER	
	Unit Name	Unit Name	Unit Name	Unit Name
	Business in the Real World	Influence on Business	Key Business Concepts: Knowledge Organisers	Business Numeracy & Business Case studies
Declarative <i>What should they know?</i>	<p>The purpose and nature of businesses</p> <ul style="list-style-type: none"> • Purpose of business • Reasons for starting a business • Basic functions and types of business • Business enterprise and entrepreneurship • Dynamic nature of business <p>Business ownership</p> <ul style="list-style-type: none"> • Sole traders • Partnerships • Private limited companies (ltd) • Public limited companies (plc) • Not-for-profit organisations <p>Setting business aims and objectives</p> <ul style="list-style-type: none"> • What is business aims and objectives • Purpose of setting objectives • Role of objectives in running a business • Changing objectives • Use of objectives in judging success <p>Stakeholders</p> <ul style="list-style-type: none"> • Main stakeholders of businesses • Objectives of stakeholders • Impact of business activity on stakeholders 	<p>Technology</p> <ul style="list-style-type: none"> • E-commerce • Digital communication <p>Ethical and environmental considerations</p> <ul style="list-style-type: none"> • Ethical considerations • Environmental considerations: <ul style="list-style-type: none"> ○ impact on traffic congestion ○ recycling ○ disposing of waste ○ noise and air pollution. • Sustainability: <ul style="list-style-type: none"> ○ global warming ○ using scarce resources. <p>The economic climate on businesses</p> <ul style="list-style-type: none"> • Interest rates: <ul style="list-style-type: none"> ○ how fluctuating interest rates can affect businesses that rely on overdrafts and loans for finance ○ how fluctuating interest rates can affect consumer and business spending. • Level of employment • Consumer spending <p>Globalisation</p> <ul style="list-style-type: none"> • How UK businesses compete internationally, offering: 	<p>In knowledge organiser lessons students will use independent practice to recall their learning from Year 9 and 10 to help revisit key areas of their learning from across all 6 units.</p> <p>In these lessons' students should make notes on key business areas that they have studied to be able to practice a range of questions and assessment practice for these specific topics.</p> <p>This aims to support learners in their revision and practice for summer examinations and lead them into Year 11 studies preparing them for final exams.</p> <p>Business in the Real World</p> <ul style="list-style-type: none"> • The purpose and nature of businesses 	<p>Case Study Lessons:</p> <p>Case studies are used regularly in exams and assessment in Business. These are key areas where students will need to know how to complete assessment practice. This sequence of lessons aims to support this style of working. <i>Case study lessons will explore different case studies and subsequent lessons that allow students to answer 4, 6, 9 and 12 mark questions effectively.</i></p> <p>Students should know;</p> <ul style="list-style-type: none"> • know and understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society

Curriculum Knowledge Map

	<ul style="list-style-type: none"> • Impact and influence stakeholders have on businesses <p>Business location</p> <ul style="list-style-type: none"> • Factors influencing the location decision of a business <p>Business planning</p> <ul style="list-style-type: none"> • The purpose of business planning • The main sections within a business plan • Basic financial terms • Basic financial calculations <p>Expanding a business</p> <ul style="list-style-type: none"> • Methods of expansion • Benefits and drawbacks of expansion • Economies of scale • Diseconomies of scale 	<ul style="list-style-type: none"> ○ better designs ○ higher quality products at lower prices. <ul style="list-style-type: none"> • Exchange rates <p>Legislation</p> <ul style="list-style-type: none"> • Employment law • Health and Safety law • Consumer law <p>Competitive environment</p> <ul style="list-style-type: none"> • Impact on businesses of operating in competitive markets • Uncertainty and risks businesses face 	<ul style="list-style-type: none"> • Business ownership • Setting business aims and objectives • Stakeholders • Business location • Business planning • Expanding a business <p>Influence on Business</p> <ul style="list-style-type: none"> • Technology and environmental considerations • The economic climate on businesses • Globalisation • Legislation • Competitive environment <p>Business Operations</p> <ul style="list-style-type: none"> • Production processes • The role of procurement • The concept of quality • Good customer services <p>Human Resources</p> <ul style="list-style-type: none"> • Organisational structures • Recruitment and selection of employees • Motivating employees • Training <p>Marketing</p> <ul style="list-style-type: none"> • Identifying and understanding customers • Segmentation • The purpose and methods of market research 	<ul style="list-style-type: none"> • apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts • 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 • develop as effective and independent students, and as critical and reflective thinkers with enquiring minds • use an enquiring, critical approach to make informed judgements • 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 • develop and apply quantitative skills relevant to business,
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Curriculum Knowledge Map

			<ul style="list-style-type: none"> • The elements of the marketing mix: price, product, promotion and place (4Ps) • Product portfolio • PR • Reasons for promotion • Place • E-commerce and m-commerce <p>Finance</p> <ul style="list-style-type: none"> • Sources of finance • Cash flow • Financial terms and calculations • Analysing the financial performance of a business 	<p>including using and interpreting data</p> <p>Finance Lessons: Students should understand the purpose of the finance function, its role within business and how it influences business activity.</p> <p>Sources of finance</p> <ul style="list-style-type: none"> • Methods businesses use to raise finance • Appropriateness of sources of finance <p>Cash flow</p> <ul style="list-style-type: none"> • Importance of cash to businesses • Interpreting cash flow forecasts • Difference between cash and profit <p>Financial terms and calculations</p> <ul style="list-style-type: none"> • Basic financial terms • Basic financial calculations • Average rate of return • Break-even <p>Analysing the financial performance of a business</p> <ul style="list-style-type: none"> • Purpose of financial statements • Components of financial statements • Interpretation of data given on financial statements
<p>Procedural</p>	<p>The purpose and nature of businesses</p> <ul style="list-style-type: none"> • understand what a business is and the reasons for starting a business (including producing goods, supplying services, distributing products, fulfilling a business 	<p>Technology</p> <ul style="list-style-type: none"> • understand the impact of the changing use of ICT and how it influences business activity. • E-commerce to access wider markets. 	<p>Students should be able to:</p> <ul style="list-style-type: none"> • Select appropriate information about a topic, identifying what knowledge is required to 	<p>Case Study Lessons:</p> <p>AO1: Demonstrate knowledge and</p>

Curriculum Knowledge Map

<p><i>What should they be able to do?</i></p>	<p>opportunity and providing a good or service to benefit others)</p> <ul style="list-style-type: none"> • understand the difference between goods and services, needs and wants • understand the meaning of factors of production – land, labour, capital, enterprise • define opportunity cost • define the three sectors of primary, secondary and tertiary and give examples of types of business that operate in each sector • understand the term enterprise and what is meant by an entrepreneur • outline the characteristics of an entrepreneur, such as hard working, innovative, organised and willingness to take a risk • 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 • understand that businesses face a constantly changing business environment due to changes in technology, economic situation, legislation and environmental expectations. <p>Business ownership</p> <ul style="list-style-type: none"> • understand the different legal structures that businesses adopt • 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) • understand the concept of limited liability and which legal structures benefit from this • evaluate which legal structure would be most appropriate for a variety of business examples, including new start-up businesses and large established businesses. <p>Setting business aims and objectives</p> <ul style="list-style-type: none"> • understand the main aims and objectives for businesses: survival, profit maximisation, growth (domestic and 	<ul style="list-style-type: none"> • Digital communication changing the way businesses communicate with stakeholders. <i>Students are expected to know relevant examples of digital technology/communication.</i> <p>Ethical and environmental considerations</p> <ul style="list-style-type: none"> • be able to identify and analyse where there may be a possible trade-off between ethics and profit. • Ethical behaviour requires businesses to act in ways that stakeholders consider to be both fair and honest. • to know relevant examples of ways in which a business can behave ethically and the benefits and drawbacks of ethical behaviour. • 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. • be able to identify and analyse where there may be a possible trade-off between sustainability and profit. <p>The economic climate on businesses</p> <ul style="list-style-type: none"> • be able to demonstrate and understand how businesses might be affected by changes in the rate of interest. • be able to identify how and why businesses might be affected by changes in levels of employment. • be able to discuss how demand for products and services may change as incomes fluctuate. • Economic theory relating to how/why interest rates change is not required. <p>Globalisation</p> <ul style="list-style-type: none"> • be able to demonstrate knowledge and understanding of globalisation and the benefits and drawbacks that it offers UK businesses. • understand the impact of exchange rates on the profit and sales of those businesses that import and/or export. <p>Legislation</p> <ul style="list-style-type: none"> • be able to assess the impact of legislation on businesses, for example cost, training needs, recruitment and the 	<p>develop their own understanding.</p> <ul style="list-style-type: none"> • Break down information into manageable chunks of information that will support ongoing and future learning. • Make suitable links between key topics within each area of business. <p>When students are completing assessment practice for each topic, they should be able to apply their knowledge from their organiser to complete the following key assessment objectives:</p> <p>AO1: Demonstrate knowledge and understanding of business concepts and issues.</p> <p>AO2: Apply knowledge and understanding of business concepts and issues to a variety of contexts.</p> <p>AO3: Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions.</p>	<p>understanding of business concepts and issues.</p> <p>AO2: Apply knowledge and understanding of business concepts and issues to a variety of contexts.</p> <p>AO3: Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions.</p> <p>Finance Lessons:</p> <p>Calculation</p> <ul style="list-style-type: none"> • Calculations in a business context, including: <ul style="list-style-type: none"> • percentages and percentage changes • averages • revenue, costs and profit • gross profit margin and net profit margin ratios • average rate of return • cash flow forecasts, including total costs, total revenue and net cash flow. <p>Interpretation</p> <ul style="list-style-type: none"> • Interpretation and use of quantitative data in business contexts to support, inform and justify business decisions, including: <ul style="list-style-type: none"> • information from graphs and charts
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Curriculum Knowledge Map

	<p>international), market share, customer satisfaction, social and ethical objectives and shareholder value</p> <ul style="list-style-type: none"> • understand the role of objectives in running a business • 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) • 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 • understand the success of a business can be measured in other ways than profit. <p>Stakeholders</p> <ul style="list-style-type: none"> • understand what is meant by a stakeholder and who the main stakeholders of a business are, including owners, employees, customers, local community and suppliers • understand stakeholders' main objectives including maximising pay for workers, minimising environmental impact on local community and high dividend payments for owners • understand the impact and influence stakeholders have on businesses and their objectives and how businesses may face conflict between stakeholders. <p>Business location</p> <ul style="list-style-type: none"> • understand the factors that influence where a business is located, including proximity to the market, availability of raw materials, labour, competition and costs. <p>Business planning</p> <ul style="list-style-type: none"> • 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 • understand the main sections of a business plan • analyse the benefits and drawbacks of business planning 	<p>consequences of failure to follow legislation for the business.</p> <ul style="list-style-type: none"> • be aware of the benefits for providing a safe working environment. • Employment law including: <ul style="list-style-type: none"> ○ national minimum wage/living wage ○ the Equality Act (2010). ○ Health and safety law including: The Health and Safety at Work Act (1974). • 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> <p>Competitive environment</p> <ul style="list-style-type: none"> • understand the meaning of a market and competition • analyse potential impacts of competition on businesses and identify situations when businesses face minimal or no competition • understand the risks businesses face and the reasons why all businesses face uncertainty • understand the reason why entrepreneurs embark on running businesses and the activities businesses can undertake to minimise risks. 		<ul style="list-style-type: none"> • profitability ratios (gross profit margin and net profit margin) • financial data, including profit and loss, average rate of return and cash flow forecasts • marketing data, including market research data • market data, including market share, changes in costs and changes in prices.
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Curriculum Knowledge Map

	<ul style="list-style-type: none"> • understand the difference between variable costs, fixed costs and total costs • understand the concept of revenue, costs, profit and loss. <p>Expanding a Business</p> <ul style="list-style-type: none"> • discuss the advantages and disadvantages of methods of growth • 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) • 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 • understand the meaning of purchasing and technical economies of scale • understand that with growth businesses increase the risk of diseconomies of scale occurring due to poor communication, coordination issues and reduced staff motivation • calculate and interpret average unit costs. 					
<p>Disciplinary Literacy (Tier 3 Vocab)</p>	<p>Tier 3 – Subject-specific academic vocabulary:</p> <ul style="list-style-type: none"> • Entrepreneur • Inflation • Liability • Shareholder • Flotation • Organization • Public Sector • Private sector • Dividends 	<p>Tier 3 – Subject-specific academic vocabulary:</p> <ul style="list-style-type: none"> • Tariff • Imports • Revenue • Variable (costs) • Capitalization • Franchise • Merger 	<p>Tier 3 – Subject-specific academic vocabulary:</p> <ul style="list-style-type: none"> • Stakeholders • E-commerce • M-commerce • Sustainability • Economy • Overdraft 	<p>Tier 3 – Subject-specific academic vocabulary:</p> <ul style="list-style-type: none"> • Globalisation • Multinational • Investment • Legislation • Recession • Diversification 	<p>When completing knowledge organisers students will be tasked with identifying key terminology relating to each unit of study (topic area) as well as key formula for finance.</p> <p>Students will also be provided with a key terminology list for the knowledge organiser lessons with key terms from throughout the course as a guide for their future lessons.</p>	<p>Tier 3 – Subject-specific academic vocabulary:</p> <ul style="list-style-type: none"> • Percentage Change • Revenue • Total Costs • Average Unit Costs • Profit • Market Share • Market Growth • Average Rate of Return • Break Even Output • Net Cash Flow • Closing Balance Cash flow • Opening Balance Cash flow • Gross Profit • Operating Profit • Net Profit

Curriculum Knowledge Map

						<ul style="list-style-type: none"> Gross Profit Margin Net Profit Margin Net Current Assets Net Assets Total Equity
Assessment	<ul style="list-style-type: none"> Classwork piece – types of business ownership Home learning task 2 (M7S Plan A) 	<ul style="list-style-type: none"> Classwork piece – business plans Progress Tests will be issued to students to formally assess their knowledge and understanding in this term. Case Study (written response) – Tyrrells and Amplify (Chapter 1 page 54) 	<p>Progress Testing 1:</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 & Influences on Business).</p> <ul style="list-style-type: none"> Classwork piece – technological impacts Home Learning Task 1 (Amazon instant ordering systems) 	<ul style="list-style-type: none"> Classwork piece – legislation types on business Progress Tests will be issued to students to formally assess their knowledge and understanding in this term. Case Study (written response) – Mercia Probiotic Skincare (Chapter 2 page 126) 	<p>Ongoing assessment and practice in knowledge organiser lessons:</p> <p>There will be regular assessment practice in this half term for students including a range of strategies:</p> <ul style="list-style-type: none"> Modelled practice Walking Talking Assessments Independent assessment and feedback Self and Peer assessment opportunities 	<p>Progress Testing 2:</p> <p>Students will prepare for both paper 1 and paper 2 to complete an end of year exam for each paper:</p> <p>Paper 1</p> <ul style="list-style-type: none"> Business in the real world Influence on business Business operations Human resources <p>Paper 2</p> <ul style="list-style-type: none"> Business in the real world Influence on business Marketing Finance

Curriculum Knowledge Map

CHS Computing and Technology 2023/2024

GCSE Business (AQA 8132)

Year 10 (Revised 2 Year KS4 Map)

Year 10	AUTUMN		SPRING		SUMMER	
	Unit Name	Unit Name	Unit Name	Unit Name	Unit Name	Unit Name
	Foundations of Business	Business in the Real World	Influence on Business	Business Operations	Business Human Resources	Business Marketing
Declarative <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.</p> <p>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>Business in the Real World</p> <ul style="list-style-type: none"> The purpose and nature of businesses Business ownership Setting business aims and objectives Stakeholders Business location Business planning Expanding a business 	<p>Students should understand the purpose of business activity, the role of business enterprise and entrepreneurship, and the dynamic nature of business.</p> <p>The purpose and nature of businesses</p> <ul style="list-style-type: none"> Purpose of business Reasons for starting a business Basic functions and types of business Business enterprise and entrepreneurship Dynamic nature of business <p>Business ownership</p> <ul style="list-style-type: none"> Sole traders Partnerships Private limited companies (Ltd) Public limited companies (plc) 	<p>Students should understand the importance of external influences on business and how businesses change in response to these influences.</p> <p>Technology</p> <ul style="list-style-type: none"> E-commerce Digital communication <p>Ethical and environmental considerations</p> <ul style="list-style-type: none"> Ethical considerations Environmental considerations: <ul style="list-style-type: none"> impact on traffic congestion recycling disposing of waste noise and air pollution. Sustainability: <ul style="list-style-type: none"> global warming using scarce resources. 	<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>Production processes</p> <ul style="list-style-type: none"> Methods of production: <ul style="list-style-type: none"> job flow Efficiency in production: <ul style="list-style-type: none"> lean production just in time (JIT). <p>The role of procurement</p> <ul style="list-style-type: none"> Managing stock: <ul style="list-style-type: none"> Just in time (JIT) Just in case (JIC). The effects of procurement and logistics on a business, including: <ul style="list-style-type: none"> efficiency lower unit costs. 	<p>Students should understand the purpose of human resources, its role within business and how it influences business activity.</p> <p>Organisational structures</p> <ul style="list-style-type: none"> Organisational structures Appropriateness of organisational structures Centralisation and decentralisation <p>Recruitment and selection of employees</p> <ul style="list-style-type: none"> The need for recruitment Methods of recruitment and selection of employees Contracts of employment <p>Motivating employees</p> <ul style="list-style-type: none"> Importance of motivation in the workforce Methods to motivate staff 	<p>Students should understand the purpose of marketing, its role within business and how it influences business activity.</p> <p>Identifying and understanding customers</p> <ul style="list-style-type: none"> The importance of identifying and satisfying customer needs <p>Segmentation</p> <ul style="list-style-type: none"> Types of segmentation <p>The purpose and methods of market research</p> <ul style="list-style-type: none"> Purpose of market research Collect information about: <ul style="list-style-type: none"> demand competition target market. Methods of market research to include primary and secondary:

Curriculum Knowledge Map

	<p>Influence on Business</p> <ul style="list-style-type: none"> • Technology and environmental considerations • The economic climate on businesses • Globalisation • Legislation • Competitive environment <p>Business Operations</p> <ul style="list-style-type: none"> • Production processes • The role of procurement • The concept of quality • Good customer services <p>Human Resources</p> <ul style="list-style-type: none"> • Organisational structures • Recruitment and selection of employees • Motivating employees • Training <p>Marketing</p> <ul style="list-style-type: none"> • Identifying and understanding customers • Segmentation • The purpose and methods of market research • The elements of the marketing mix: price, product, promotion and place (4Ps) • Product portfolio • PR • Reasons for promotion • Place 	<ul style="list-style-type: none"> • Not-for-profit organisations <p>Setting business aims and objectives</p> <ul style="list-style-type: none"> • What is business aims and objectives • Purpose of setting objectives • Role of objectives in running a business • Changing objectives • Use of objectives in judging success <p>Stakeholders</p> <ul style="list-style-type: none"> • Main stakeholders of businesses • Objectives of stakeholders • Impact of business activity on stakeholders • Impact and influence stakeholders have on businesses <p>Business location</p> <ul style="list-style-type: none"> • Factors influencing the location decision of a business <p>Business planning</p> <ul style="list-style-type: none"> • The purpose of business planning • The main sections within a business plan • Basic financial terms • Basic financial calculations <p>Expanding a business</p> <ul style="list-style-type: none"> • Methods of expansion 	<p>The economic climate on businesses</p> <ul style="list-style-type: none"> • Interest rates: <ul style="list-style-type: none"> ○ how fluctuating interest rates can affect businesses that rely on overdrafts and loans for finance ○ how fluctuating interest rates can affect consumer and business spending. • Level of employment • Consumer spending <p>Globalisation</p> <ul style="list-style-type: none"> • How UK businesses compete internationally, offering: <ul style="list-style-type: none"> ○ better designs ○ higher quality products at lower prices. • Exchange rates <p>Legislation</p> <ul style="list-style-type: none"> • Employment law • Health and Safety law • Consumer law <p>Competitive environment</p> <ul style="list-style-type: none"> • Impact on businesses of operating in competitive markets <p>Uncertainty and risks businesses face</p>	<ul style="list-style-type: none"> • The value of effective supply chain management, including: <ul style="list-style-type: none"> ○ working with suppliers to ensure that key processes are running efficiently and cost effectively ○ getting goods and services for the best price and value ○ cutting any waste and unnecessary costs to create a streamlined process and fast production times. <p>The concept of quality</p> <ul style="list-style-type: none"> • Consequences of quality issues • Methods of maintaining consistent quality: Total quality management (TQM) • Costs and benefits of maintaining quality: <ul style="list-style-type: none"> ○ additional sales ○ image/reputation ○ higher price ○ inspection costs ○ staff training ○ product recalls ○ the provision of services. <p>Good customer services</p> <ul style="list-style-type: none"> • Methods of good service: <ul style="list-style-type: none"> ○ product knowledge ○ customer engagement (creating a positive experience for the customer) 	<p>Training</p> <ul style="list-style-type: none"> • Importance of training the workforce • Types of training undertaken by businesses <ul style="list-style-type: none"> ○ Questionnaires, surveys, interviews ○ focus groups ○ internet research ○ printed press e.g. newspapers. <ul style="list-style-type: none"> • Use of market research: information that may help decision making <p>The elements of the marketing mix: price, product, promotion and place (4Ps)</p> <ul style="list-style-type: none"> • Pricing methods, including: <ul style="list-style-type: none"> ○ price skimming ○ price penetration ○ competitive pricing ○ loss leader ○ cost-plus. • The factors that influence pricing decisions, including: <ul style="list-style-type: none"> ○ Costs, nature of the market, degree of competition, product life cycle. • Product & Product differentiation: <ul style="list-style-type: none"> ○ unique selling point (USP), brand image. • The product life cycle: <ul style="list-style-type: none"> ○ research and development ○ introduction ○ growth ○ maturity ○ decline • extension strategies: <ul style="list-style-type: none"> ○ updating packaging 	
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Curriculum Knowledge Map

	<ul style="list-style-type: none"> • E-commerce and m-commerce <p>Finance</p> <ul style="list-style-type: none"> • Sources of finance • Cash flow • Financial terms and calculations • Analysing the financial performance of a business 	<ul style="list-style-type: none"> • Benefits and drawbacks of expansion • Economies of scale • Diseconomies of scale 		<ul style="list-style-type: none"> ○ post sales services (e.g., user training, help lines, servicing). Benefits of good customer service, including: <ul style="list-style-type: none"> ○ increase in customer satisfaction ○ customer loyalty ○ increased spend ○ profitability. • Dangers of poor customer service, including: <ul style="list-style-type: none"> ○ dissatisfied customers ○ poor reputation via word of mouth ○ reduction in revenue. • The ways in which advances in ICT have allowed customer services to develop: <ul style="list-style-type: none"> ○ websites ○ e-commerce <p>social media.</p>		<ul style="list-style-type: none"> ○ adding more or different features ○ changing target market ○ advertising ○ price reduction. • Product portfolio • Promotional methods: <ul style="list-style-type: none"> ○ advertising, including: <ul style="list-style-type: none"> ○ newspapers, magazines, television, internet, billboards. • PR <ul style="list-style-type: none"> ○ sales promotion ○ point of sales displays ○ 2 for 1 offers, free gifts, samples, coupons, competitions, sponsorship, social media. • Factors influencing the selection of the promotional mix: <ul style="list-style-type: none"> ○ finance available ○ competitor actions ○ the nature of the product or service ○ the nature of the market ○ target market. • Reasons for promotion: <ul style="list-style-type: none"> ○ inform/remind customers about the product ○ create or increase sales ○ create or change the image of the product ○ persuade customers to buy the product.
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Curriculum Knowledge Map

						<ul style="list-style-type: none"> Place (the different channels of distribution used by businesses): <ul style="list-style-type: none"> retailers wholesalers telesales. E-commerce and m-commerce <p>Integrated nature of the marketing mix, using the marketing mix to inform and implement business decisions</p>
<p>Procedural <i>What should they be able to do?</i></p>	<p>Demonstrate knowledge and understanding of business concepts and issues.</p> <p>Apply knowledge and understanding of business concepts and issues to a variety of contexts.</p> <ul style="list-style-type: none"> Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions. know and understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society apply knowledge and understanding to 	<p>The purpose and nature of businesses</p> <ul style="list-style-type: none"> 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) understand the difference between goods and services understand the meaning of factors of production – land, labour, capital, enterprise define opportunity cost define the three sectors of primary, secondary and tertiary and give examples of types of business that operate in each sector 	<p>Technology</p> <ul style="list-style-type: none"> understand the impact of the changing use of ICT and how it influences business activity. E-commerce to access wider markets. Digital communication changing the way businesses communicate with stakeholders. <i>Students are expected to know relevant examples of digital technology/communication.</i> <p>Ethical and environmental considerations</p> <ul style="list-style-type: none"> be able to identify and analyse where there may be a possible trade-off between ethics and profit. Ethical behaviour requires businesses to act in ways that stakeholders consider to be both fair and honest. 	<p>Production processes</p> <ul style="list-style-type: none"> Students should be familiar with job and flow production methods and understand when each is appropriate. Students should consider how production might be made more efficient by the use of lean production techniques. <p>The role of procurement</p> <ul style="list-style-type: none"> Students should be able to evaluate the use of managing stock using JIT to a given business. Students should recognise that the benefits of reduced costs must be balanced against the cost of more frequent deliveries and lost purchasing economies of scale. The benefits of having spare stock to satisfy demand balanced 	<p>Organisational structures</p> <ul style="list-style-type: none"> internal organisational structures, span of control, chain of command, delayering and delegation why businesses have internal organisational structures, including an understanding of different job roles and responsibilities throughout the business the impact that having a tall or flat organisational structure has on how a business is managed how organisational structure may affect the different ways of communication. <p>Recruitment and selection of employees</p> <ul style="list-style-type: none"> understand the difference between internal and external recruitment and the 	<p>Identifying and understanding customers</p> <ul style="list-style-type: none"> understand the importance of identifying and satisfying customer needs, in order to: <ul style="list-style-type: none"> provide a product or service that customers will buy increase sales select the correct marketing mix avoid costly mistakes be competitive. <p>Segmentation</p> <ul style="list-style-type: none"> understand how and why different businesses use segmentation to target customers, including: <ul style="list-style-type: none"> gender, age, location, income. <p>The purpose and methods of market research</p> <ul style="list-style-type: none"> understand why businesses conduct market research, such as to identify market

Curriculum Knowledge Map

<p>contemporary business issues and to different types and sizes of businesses in local, national and global contexts</p> <ul style="list-style-type: none"> • 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 • develop as effective and independent students, and as critical and reflective thinkers with enquiring minds • use an enquiring, critical approach to make informed judgements • 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 • develop and apply quantitative skills relevant to business, including using and interpreting data. 	<ul style="list-style-type: none"> • understand the term enterprise and what is meant by an entrepreneur • outline the characteristics of an entrepreneur, such as hard working, innovative, organised and willingness to take a risk • 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 • understand that businesses face a constantly changing business environment due to changes in technology, economic situation, legislation and environmental expectations. <p>Business ownership</p> <ul style="list-style-type: none"> • understand the different legal structures that businesses adopt • analyse the benefits and drawbacks of each legal structure (including issues such as management and control, sources of finance available, liability 	<ul style="list-style-type: none"> • to know relevant examples of ways in which a business can behave ethically and the benefits and drawbacks of ethical behaviour. • 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. • be able to identify and analyse where there may be a possible trade-off between sustainability and profit. <p>The economic climate on businesses</p> <ul style="list-style-type: none"> • be able to demonstrate and understand how businesses might be affected by changes in the rate of interest. • be able to identify how and why businesses might be affected by changes in levels of employment. • be able to discuss how demand for products and services may change as incomes fluctuate. • Economic theory relating to how/why interest 	<p>against the cost of holding buffer stock.</p> <ul style="list-style-type: none"> • Students should be able to analyse the factors that affect the choice of supplier for a given business. • Students should understand what procurement and logistics are and their effect on a business. • Students should recognise that the benefits of reduced costs must be balanced against the quality of service. • Students should understand what a supply chain is and recognise the benefits of managing an effective supply chain. <p>The concept of quality</p> <ul style="list-style-type: none"> • Students should have an understanding of customer expectations of quality in terms of production of goods and the provision of services. • How businesses identify quality problems and how businesses measure quality and the consequences of these issues. • Students should be aware of the methods of maintaining consistent quality and be able to identify the advantages 	<p>benefits and drawbacks of each approach</p> <ul style="list-style-type: none"> • outline the main stages in the recruitment and selection process, including an understanding of job analysis, job description, person specification, and selection methods • 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 • understand the difference between part time and full time contracts, job share and zero hour contracts • understand the benefits of full and part time employment. <p>Motivating employees</p> <ul style="list-style-type: none"> • understand the benefits of a motivated workforce, such as staff retention and high productivity • understand the use of financial methods of motivation (including an understanding of the main methods of payment including salary, wage, commission and profit sharing) 	<p>opportunities and to get a better insight into their customers and competitors.</p> <ul style="list-style-type: none"> • understand the difference between qualitative and quantitative market research. • identify the benefits and drawbacks for various market research techniques and select the best method for a given business. • be able to interpret and use qualitative and quantitative market research findings. • be expected to manipulate and interpret data from tables and charts. • be able to identify market size and market share. <p>The elements of the marketing mix: price, product, promotion and place (4Ps)</p> <ul style="list-style-type: none"> • have an understanding of the main features of pricing methods and the impact they will have on a business. • be able to recognise the factors, internal and external, which might influence the pricing decision.
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Curriculum Knowledge Map

	<p>Calculation</p> <ul style="list-style-type: none"> Calculations in a business context, including: <ul style="list-style-type: none"> percentages and percentage changes averages revenue, costs and profit gross profit margin and net profit margin ratios average rate of return cash flow forecasts, including total costs, total revenue and net cash flow. <p>Interpretation</p> <ul style="list-style-type: none"> Interpretation and use of quantitative data in business contexts to support, inform and justify business decisions, including: <ul style="list-style-type: none"> information from graphs and charts profitability ratios (gross profit margin and net profit margin) financial data, including profit and loss, average rate of return and cash flow forecasts marketing data, including market research data market data, including market share, changes in costs and changes in prices. 	<p>and distribution of profits)</p> <ul style="list-style-type: none"> understand the concept of limited liability and which legal structures benefit from this evaluate which legal structure would be most appropriate for a variety of business examples, including new start-up businesses and large established businesses. <p>Setting business aims and objectives</p> <ul style="list-style-type: none"> 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 understand the role of objectives in running a business 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) understand how and why the objectives set may change as businesses evolve. Students should consider how the 	<p>rates change is not required.</p> <p>Globalisation</p> <ul style="list-style-type: none"> be able to demonstrate knowledge and understanding of globalisation and the benefits and drawbacks that it offers UK businesses. understand the impact of exchange rates on the profit and sales of those businesses that import and/or export. <p>Legislation</p> <ul style="list-style-type: none"> 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. be aware of the benefits for providing a safe working environment. Employment law including: <ul style="list-style-type: none"> national minimum wage/living wage the Equality Act (2010). Health and safety law including: The Health and Safety at Work Act (1974). Consumer law including trade descriptions. 	<p>to a business of using TQM.</p> <ul style="list-style-type: none"> Students should be aware of the possible quality issues as businesses grow, particularly if outsourcing and franchising is used. <p>Good customer services</p> <ul style="list-style-type: none"> Students should understand the sales process. 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. 	<ul style="list-style-type: none"> understand the use of non-financial methods of motivation, including styles of management, importance of training and greater responsibility, fringe benefits. <p>Training</p> <ul style="list-style-type: none"> 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 understand the methods of training undertaken by businesses, including induction training, on the job training and off the job training explain the benefits of induction training 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. 	<ul style="list-style-type: none"> have an understanding of the basic relationship between price and demand. understand the benefits and risks of developing new products. understand the importance of product design, image and the needs of the target market when designing new products. appreciate the significance of having a USP in a competitive market. have an understanding of the product life cycle and evaluate the effectiveness of extension strategies and when they would be suitable. understand how and why businesses might broaden and balance their product portfolio using the Boston Matrix. be familiar with promotional methods. appreciate the benefits and drawbacks of promotional methods used by businesses. be able to analyse factors influencing the selection of the promotion mix. be familiar with the different channels of distribution used by
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Curriculum Knowledge Map

		<p>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</p> <ul style="list-style-type: none"> • understand the success of a business can be measured in other ways than profit. <p>Stakeholders</p> <ul style="list-style-type: none"> • understand what is meant by a stakeholder and who the main stakeholders of a business are, including owners, employees, customers, local community and suppliers • understand stakeholders' main objectives including maximising pay for workers, minimising environmental impact on local community and high dividend payments for owners • understand the impact and influence stakeholders have on businesses and their objectives and how businesses may face conflict between stakeholders. 	<p><i>Only brief knowledge of each law is needed. More emphasis should be placed on the effects of the legislation on businesses.</i></p> <p>Competitive environment</p> <ul style="list-style-type: none"> • understand the meaning of a market and competition • analyse potential impacts of competition on businesses and identify situations when businesses face minimal or no competition • understand the risks businesses face and the reasons why all businesses face uncertainty • understand the reason why entrepreneurs embark on running businesses and the activities businesses can undertake to minimise risks. 			<p>businesses to gain access to potential customers.</p> <ul style="list-style-type: none"> • be able to analyse the growing importance of e-commerce and m-commerce and how it can extend the reach of businesses. • be able to recognise how the marketing mix evolves over time and evaluate how businesses may react to this.
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Curriculum Knowledge Map

		<p>Business location</p> <ul style="list-style-type: none"> • understand the factors that influence where a business is located, including proximity to the market, availability of raw materials, labour, competition and costs. <p>Business planning</p> <ul style="list-style-type: none"> • 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 • understand the main sections of a business plan • analyse the benefits and drawbacks of business planning • understand the difference between variable costs, fixed costs and total costs • understand the concept of revenue, costs, profit and loss. <p>Expanding a Business</p> <ul style="list-style-type: none"> • discuss the advantages and disadvantages of methods of growth • understand the methods used by businesses when expanding (organic 				
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Curriculum Knowledge Map

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

Curriculum Knowledge Map

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