



Our Curriculum Aims:

“Success is not final; failure is not fatal: it is the courage to continue that counts.” – Winston Churchill

“Imagination is everything. It is the preview of life’s coming attractions.” – Albert Einstein

Our key aim is to provide a curriculum that inspires a passion for lifelong learning and commercial experiences. Equipping students with the skills to function effectively within further education and the workplace

Within our Business Studies curriculum we aim to:

- Develop student’s ability to think commercially and innovatively, ensuring that they can develop and implement informed solutions for business decisions.
- Develop inquisitive and reflective learners, who are aware of the ever-changing business environment and its impact not only on the business itself but its employees, its customers, its local community, and the wider economy.
- Develop a student's ability to research, analyse and evaluate information in order to make considered recommendations.
- Develop practical employability skills within our students, including the ability to effectively communicate, network, present and work as a team.

GCSE Course Followed: Business Studies

Specification: [AQA \(Syllabus code 8132\)](#)

Why Choose GCSE

Introduction to the Course

The GCSE Business Studies course will provide students with an insight into how to start-up and grow a business. The use of case study materials will allow scope for students to apply their business knowledge to local, national and international businesses. The philosophy of the course incorporates the belief that the study of Business Studies should require students both to understand the dynamic environment in which business operates and to appreciate the many and varied factors which impact upon business activity.

The course as a whole promotes a wide range of skills that are directly related to or transferable to a range of situations in adult and working life. A particular focus is the development of enterprise capability. Students will consider the practical application of business concepts. The units provide opportunities to explore theories and concepts in the most relevant way, through the context of events in the business and economic world.

The course focuses on the following specific elements of running a business:

- Business planning and starting up a business
- Conducting market research to identify opportunities

- Managing people
- Using and managing resources to produce goods and services
- Using financial information to make business decisions
- Analysing the external influences on business activity
- Evaluating the strategies that businesses can pursue in order to improve performance

Who is the course suitable for?

It is of particular use to students interested in becoming entrepreneurs or managers within any field. Due to the nature of the course it makes a good combination with any other options, as it will be useful to support any career.

How is the course divided and assessed?

The course comprises two units as follows:

Unit 1: Influences of Operations and HRM on business activity

- Business in the real world
- Influences on business
- Business operations
- Human resources
- *Written exam: 1 hour and 45 minutes (50% of the GCSE)*

Unit 2: Influences of Marketing and Finance on business activity

- Business in the real world
- Influences on business
- Business operations
- Human resources
- *Written exam: 1 hour and 45 minutes (50% of the GCSE)*

The following are all elements covered in the course

- Business ownership
- Setting business aims and objectives
- Stakeholders
- Business location
- Business planning
- Expanding a business
- Technological, ethical and environmental considerations
- The effect of the economic climate on businesses
- Globalisation
- Legislation
- The competitive environment
- Production processes and procurement
- The concept of quality and customer service
- Organisational structure
- Recruitment, selection and training of employees
- Motivating employees
- The purpose and methods of market research
- The elements of the marketing mix
- E-commerce and m-commerce
- Sources of finance
- Interpreting cash flow forecasts
- Financial terms and calculations
- Analysing the financial performance of a business

Key Stage Four Curriculum Overview

Year 10

	Name of topic	Key Content of the Topic	Assessment points
HT 1	<p>The Purpose and nature of Business.</p> <p>Business ownership</p> <p>Setting business aims and objectives</p>	<p>Purpose of business, reasons for starting a business, basic functions and types of business, business enterprise and entrepreneurship, the dynamic nature of business.</p> <p>Sole traders, partnerships, private limited companies (ltd), public limited companies (plc), not-for-profit organisations</p> <p>What are business aims and objectives, purpose of setting objectives, role of objectives in running a business, changing objectives, use of objectives in judging success.</p>	<p>Class tests and individual exam paper questions</p> <p>October half term assessment</p>
HT 2	<p>Stakeholders</p> <p>Business location</p> <p>Business planning</p> <p>Expanding a business</p>	<p>Main stakeholders of businesses, objectives of stakeholders, impact of business activity on Stakeholders, impact and influence stakeholders have on businesses</p> <p>Factors influencing the location decision of a business</p> <p>The purpose of business planning, the main sections within a business plan, basic financial terms, basic financial calculations.</p> <p>Methods of expansion, benefits and drawbacks of expansion, economies of scale and diseconomies of scale</p>	<p>Class tests and individual exam paper questions</p> <p>Christmas half term test</p>
HT 3	<p>Technology,</p> <p>Ethical and environmental</p> <p>The economic climate on businesses</p>	<p>E-commerce, m-commerce and digital communication</p> <p>Environmental considerations: impact on traffic congestion, recycling, disposing of waste, noise and air pollution.</p> <p>Sustainability:</p> <ul style="list-style-type: none"> • global warming • using scarce resources. <p>Interest rates:</p> <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>Class tests and individual exam paper questions</p> <p>Feb half term assessment</p>
HT 4	Globalisation	<p>How UK businesses compete</p> <ul style="list-style-type: none"> • internationally, offering: • better designs • higher quality products at lower prices. 	Class tests and individual exam paper questions

	<p>Legislation</p> <p>Competitive environment</p> <p>Production processes</p>	<p>Exchange rates</p> <p>Employment law, Health and Safety law and Consumer law</p> <p>Impact on businesses of operating in competitive markets, uncertainty and risks businesses face</p> <p>Methods of production: job, flow Efficiency in production: lean production and just in time (JIT).</p>	
HT 5	<p>The role of procurement</p> <p>The concept of quality</p> <p>Good customer service</p>	<p>Factors affecting choice of suppliers including: price, quality, reliability. The effects of procurement and logistics on a business, including: efficiency, lower unit costs. The value of effective supply chain management, including: 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> <p>Consequences of quality issues Methods of maintaining consistent quality: Total quality management (TQM) Costs and benefits of maintaining quality:</p> <ul style="list-style-type: none"> • additional sales • image/reputation • higher price • inspection costs • staff training • product recalls • the provision of services <p>Methods of good service:</p> <ul style="list-style-type: none"> • product knowledge • customer engagement (creating a positive experience for the customer) • post sales services (eg user training, help lines, servicing). <p>Benefits of good customer service, including:</p> <ul style="list-style-type: none"> • increase in customer satisfaction • customer loyalty • increased spend • profitability. <p>Dangers of poor customer service, including:</p> <ul style="list-style-type: none"> • dissatisfied customers • poor reputation via word of mouth • reduction in revenue. 	Year 10 Trial Exam

price, product, promotion and place (4Ps)

- competitive pricing
- loss leader
- cost-plus.

The factors that influence pricing decisions, including:

- costs
- nature of the market
- degree of competition
- product life cycle.
- Product differentiation:
- unique selling point (USP)
- brand image.

The product life cycle:

- research and development
- introduction
- growth
- maturity
- decline
- extension strategies:
- updating packaging
- adding more or different features
- changing target market
- advertising
- price reduction.

Product portfolio: Boston Matrix

Promotional methods:
advertising, including:

- newspapers
- magazines
- television
- internet
- billboards.
- PR
- 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:

- finance available
- competitor actions

		<ul style="list-style-type: none"> • the nature of the product or service • the nature of the market • target market. • Reasons for promotion: • inform/remind customers about the product • create or increase sales • create or change the image of the product • persuade customers to buy the product <p>Place (the different channels of distribution used by businesses):</p> <ul style="list-style-type: none"> • retailers • wholesaler • telesales <p>E-commerce and m-commerce Integrated nature of the marketing mix Using the marketing mix to inform and implement business decisions</p>	Trial exam - 2
HT 3	Sources of finance Cash flow Financial terms and calculations	Methods businesses use to raise finance Appropriateness of sources of finance Importance of cash to businesses Interpreting cash flow forecasts Difference between cash and profit Basic financial terms Basic financial calculations Average rate of return Break-even	Class tests and individual exam paper questions Feb half term assessment
HT 4	Analysing the financial performance of a business	Purpose of financial statements Components of financial statements Interpretation of data given on financial statements	Class tests and individual exam paper questions
HT 5	Revision and consolidation of learning		Class tests and whole paper assessments
HT 6	NA		GCSE exams

Recommended Revision Guides for GCSE

CGP GCSE AQA Business for the Grade 9-1 Course ISBN 9781782946892.

Students also have access to a Course Companion on the Office 365 STU GCSE Business Studies page.

Support available for GCSE Students

Lunchtime revision sessions are available to students every week in S19