



**Business Studies GCSE at Cox Green
Curriculum Plan**

**Key Stage 4
Year 9**

Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
To investigate different business types.	Marketing Marketing Mix	Finance Financial support Cash flow	Recruitment Motivating staff Legislation	Production Customer Service	Practical business exercise
Starting A Business Enterprise Business Aims & Objectives Business Planning Legal structure Location.	Conducting Market Research. Using the Marketing Mix: Price, Promotion, Product, Place.	Finance and Support for a Small Business Financial Terms Using Cash Flow.	Recruitment Motivating Staff Protecting staff through understanding legislation.	Production Methods Customer Service <ul style="list-style-type: none"> • Job and batch • Efficiency and technology. Costs/ IT • Quality/ customer expectations. 	Starting and running a business enterprise
Students will understand what a business is and the reasons why businesses are set up e.g. to produce goods, supply services, distribute products. Businesses should include social enterprises. Understand the advantages and disadvantages of operating as a	Consider the products that a small business is likely to offer and how it could alter the products to meet customer needs. Basic relationship between price and demand. e.g. a price rise would probably affect the profits of a small business in a competitive market Promotion methods	Aware of the difficulties that many new businesses face when attempting to raise funds. Main sources of finance available to a small business, including: overdraft, bank loans and mortgages, loans from friends and family, and grants. Aware of organisations that can support small	Benefits of full and part-time employment to the business. Internal and external methods of recruiting staff: personal recommendation, advertising and interviewing. Factors that determine the level of wages/ salaries paid to employees, including levels of skill and	Job and batch production methods and understand when each is appropriate. Importance to businesses of operating efficiently and the ways in which costs might be lowered, especially with changes in technology. Customer expectations of quality. The importance to small businesses of	AO1 Recall, select and communicate their knowledge and understanding of concepts, issues and terminology AO2 Apply skills, knowledge and understanding in a variety of contexts and in planning and carrying out investigations and tasks. AO3 Analyse and

<p>franchisee, rather than setting up an independent business</p> <p>The main types of business aims, including: survival, profit, growth, market share, customer satisfaction, ethical and sustainable</p> <p>Assessment: Business type test Business Scenarios. Advantages and disadvantages of each type of business.</p> <p>Skills: Extend locational knowledge and deepening their awareness of different businesses.</p>	<p>suitable for a small business, given a limited budget e.g. advertising in local newspapers, the Internet, use of personal recommendation and business cards</p> <p>Place: growing importance of e-commerce and how it can extend the reach of businesses to include international markets.</p> <p>Assessment: Marketing test Using a given scenario, Students should be able to recommend appropriate marketing activities for a business with a limited budget.</p> <p>Marketing project: Students investigate the marketing of chocolate bars and snacks.</p> <p>Skills: Knowledge and application and analysis.</p>	<p>businesses</p> <p>Terms: price, sales, revenue, costs and profit and the relationship between these.</p> <p>Perform simple calculations based on these figures</p> <p>Determine profit/loss</p> <p>Interpret simple cash flow statements.</p> <p>Consequences of cash flow problems and that these could lead to the business going into receivership and closing down.</p> <p>Recommend possible solutions to cash flow problems, such as re-scheduling payments and receipts of income.</p> <p>Assessment: Financial terms test How can we finance a business?</p> <p>Skills: Knowledge, application, analysis and evaluation.</p>	<p>experience.</p> <p>Other monetary benefits, including pension payments and bonuses.</p> <p>Use of non-monetary rewards to employees, such as fringe benefits</p> <p>Benefits to the business of having well-motivated staff.</p> <p>Suggest relevant ways by which small businesses might motivate their employees: training, greater responsibility and financial rewards.</p> <p>Legal responsibilities of employers and their staff. How such laws can affect small businesses.</p> <p>Assessment: Business scenarios How do we recruit staff and motivate them.</p>	<p>providing good service to customers, including: reliability, product information and good after sales service.</p> <p>How customers are protected by law, which influences businesses, such as the fitness for purpose of the product sold. A detailed knowledge of consumer protection legislation is not required.</p> <p>Ways advances in ICT have allowed customer services to develop, such as the use of websites, e-commerce and global and international markets.</p> <p>Assessment: Production test What production methods can we use to run a business.</p>	<p>evaluate evidence, make reasoned judgements and present appropriate conclusions.</p>
--	---	---	--	---	---

<p>SMSC and British Values: <i>Sexism, racism and discrimination in the workplace. Moral issues relating to business practices. Leadership and responsibility Changes within society and how they may impact on businesses. British Laws, British Tax System. Respect for different values and morals. Understand the freedom of trade and recruitment.</i></p>	<p>SMSC and British Values: <i>Sexism, racism and discrimination in the workplace. Moral issues relating to business practices. Leadership and responsibility Changes within society and how they may impact on businesses. British Laws, British Tax System. Respect for different values and morals. Understand the freedom of trade and recruitment.</i></p>	<p>SMSC and British Values: <i>Sexism, racism and discrimination in the workplace. Moral issues relating to business practices. Leadership and responsibility Changes within society and how they may impact on businesses. British Laws, British Tax System. Respect for different values and morals. Understand the freedom of trade and recruitment.</i></p>	<p>SMSC and British Values: <i>Sexism, racism and discrimination in the workplace. Moral issues relating to business practices. Leadership and responsibility Changes within society and how they may impact on businesses. British Laws, British Tax System. Respect for different values and morals. Understand the freedom of trade and recruitment.</i></p>	<p>SMSC and British Values: <i>Sexism, racism and discrimination in the workplace. Moral issues relating to business practices. Leadership and responsibility Changes within society and how they may impact on businesses. British Laws, British Tax System. Respect for different values and morals. Understand the freedom of trade and recruitment.</i></p>	
<p>Enrichment/Extra Curriculum:</p> <ul style="list-style-type: none"> • <i>Enrichment is important to Business Studies and we endeavour to give the best possible experience of Business Studies by organising research trips where students are given the opportunity to conduct their own 'research for their coursework modules.</i> • <i>We have links to local businesses to give students a vocational experience of business.</i> 					

**Business Studies GCSE at Cox Green
Curriculum Plan**

**Key Stage 4
Year 10**

Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
To investigate different business types.	Marketing Marketing Mix	Finance Financial support Cash flow	Recruitment Motivating staff Legislation	Production Customer Service	<u>Unit 3</u> Coursework
Business Starting A Business Enterprise Business Aims & Objectives Business Planning Legal structure Location.	Conducting Market Research. Using the Marketing Mix: Price, Promotion, Product, Place.	Finance and Support for a Small Business Financial Terms Using Cash Flow.	Recruitment Motivating Staff Protecting staff through understanding legislation.	Production Methods Customer Service <ul style="list-style-type: none"> • Job and batch • Efficiency and technology. Costs/ IT • Quality/ customer expectations. 	Exact title to be given in the Spring Term.
Students will understand what a business is and the reasons why businesses are set up e.g. to produce goods, supply services, distribute products. Businesses should include social enterprises. Understand the advantages and disadvantages of	Consider the products that a small business is likely to offer and how it could alter the products to meet customer needs. Basic relationship between price and demand. e.g. a price rise would probably affect the profits of a small business in a competitive market	Aware of the difficulties that many new businesses face when attempting to raise funds. Main sources of finance available to a small business, including: overdraft, bank loans and mortgages, loans from friends and family, and grants. Aware of organisations	Benefits of full and part-time employment to the business. Internal and external methods of recruiting staff: personal recommendation, advertising and interviewing. Factors that determine the level of wages/ salaries paid to employees, including	Job and batch production methods and understand when each is appropriate. Importance to businesses of operating efficiently and the ways in which costs might be lowered, especially with changes in technology. Customer expectations of quality. The importance to	AO1 Recall, select and communicate their knowledge and understanding of concepts, issues and terminology AO2 Apply skills, knowledge and understanding in a variety of contexts and in planning and carrying out investigations and tasks.

<p>operating as a franchisee, rather than setting up an independent business</p> <p>The main types of business aims, including: survival, profit, growth, market share, customer satisfaction, ethical and sustainable</p>	<p>Promotion methods suitable for a small business, given a limited budget e.g. advertising in local newspapers, the Internet, use of personal recommendation and business cards</p> <p>Place: growing importance of e-commerce and how it can extend the reach of businesses to include international markets.</p>	<p>that can support small businesses</p> <p>Terms: price, sales, revenue, costs and profit and the relationship between these.</p> <p>Perform simple calculations based on these figures</p> <p>Determine profit/loss</p> <p>Interpret simple cash flow statements.</p> <p>Consequences of cash flow problems and that these could lead to the business going into receivership and closing down.</p> <p>Recommend possible solutions to cash flow problems, such as re-scheduling payments and receipts of income.</p>	<p>levels of skill and experience.</p> <p>Other monetary benefits, including pension payments and bonuses.</p> <p>Use of non-monetary rewards to employees, such as fringe benefits</p> <p>Benefits to the business of having well-motivated staff.</p> <p>Suggest relevant ways by which small businesses might motivate their employees: training, greater responsibility and financial rewards.</p> <p>Legal responsibilities of employers and their staff. How such laws can affect small businesses.</p>	<p>small businesses of providing good service to customers, including: reliability, product information and good after sales service.</p> <p>How customers are protected by law, which influences businesses, such as the fitness for purpose of the product sold. A detailed knowledge of consumer protection legislation is not required.</p> <p>Ways advances in ICT have allowed customer services to develop, such as the use of websites, e-commerce and global and international markets.</p>	<p>AO3 Analyse and evaluate evidence, make reasoned judgements and present appropriate conclusions.</p>
<p>Assessment:</p> <p>Business type test</p> <p>Business Scenarios. Advantages and disadvantages of each type of business.</p> <p>Skills:</p> <p>Extend locational</p>	<p>Assessment:</p> <p>Marketing test</p> <p>Using a given scenario, Students should be able to recommend appropriate marketing activities for a business with a limited budget.</p> <p>Marketing project:</p>	<p>Assessment:</p> <p>Financial terms test</p> <p>How can we finance a business?</p> <p>Skills:</p> <p>Knowledge, application, analysis and evaluation.</p>	<p>Assessment:</p> <p>Business scenarios</p> <p>How do we recruit staff and motivate them.</p>	<p>Assessment:</p> <p>Production test</p> <p>What production methods can we use to run a business.</p>	

<p>knowledge and deepening their awareness of different businesses.</p> <p>SMSC and British Values: <i>Sexism, racism and discrimination in the workplace. Moral issues relating to business practices. Leadership and responsibility Changes within society and how they may impact on businesses. British Laws, British Tax System. Respect for different values and morals. Understand the freedom of trade and</i></p>	<p>Students investigate the marketing of chocolate bars and snacks.</p> <p>Skills: Knowledge and application and analysis.</p> <p>SMSC and British Values: <i>Sexism, racism and discrimination in the workplace. Moral issues relating to business practices. Leadership and responsibility Changes within society and how they may impact on businesses. British Laws, British Tax System. Respect for different values and morals. Understand the freedom of trade and recruitment.</i></p>	<p>SMSC and British Values: <i>Sexism, racism and discrimination in the workplace. Moral issues relating to business practices. Leadership and responsibility Changes within society and how they may impact on businesses. British Laws, British Tax System. Respect for different values and morals. Understand the freedom of trade and recruitment.</i></p>	<p>SMSC and British Values: <i>Sexism, racism and discrimination in the workplace. Moral issues relating to business practices. Leadership and responsibility Changes within society and how they may impact on businesses. British Laws, British Tax System. Respect for different values and morals. Understand the freedom of trade and recruitment.</i></p>	<p>SMSC and British Values: <i>Sexism, racism and discrimination in the workplace. Moral issues relating to business practices. Leadership and responsibility Changes within society and how they may impact on businesses. British Laws, British Tax System. Respect for different values and morals. Understand the freedom of trade and recruitment.</i></p>	
--	---	---	---	---	--

<i>recruitment.</i>					
---------------------	--	--	--	--	--

Enrichment/Extra Curriculum:

- *Enrichment is important to Business Studies and we endeavour to give the best possible experience of Business Studies by organising research trips where students are given the opportunity to conduct their own 'research for their coursework modules.*
- *We have links to local businesses to give students a vocational experience of business.*



**Business Studies GCSE at Cox Green
Curriculum Plan**

**Key Stage 4
Year 11**

Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Unit 3 Coursework Customer Service for current year 11 (2014)	Unit 2 (AQA) Expanding a Business- legal structure Changing Business Aims and Objectives Marketing	Finance Recruitment	Production Quality assurance	Exam work and techniques	GCSE Exam
Customer Service.	Expanding a Business. Choosing the Right Legal Structure for the Business. Changing Business Aims and Objectives. Location. Marketing. Mock preparation.	Finance for Large Businesses. Profit and Loss Accounts and Balance Sheets. People in Businesses. Reorganising Organisational Charts and Management Hierarchies. Recruitment and Retention of Staff.	Operations Management. Production Methods for Growing Businesses. Recognising Challenges of Growth. Maintaining Quality Assurance in Growing Businesses.	Exam Skills. Practicing skill of analysis and evaluation.	
Scenario You are a researcher working for a local market research company. You have been asked to investigate the quality of customer service provided by a small	Benefits and risks to a business of expanding and be aware of methods of expansion used by large businesses, e.g. mergers and takeovers, organic growth and	Sources of finance available: retained profits, a new share issue, obtaining a loan or mortgage and selling unwanted assets. Appropriateness of the sources and	Flow production and the how this can create efficient use of resources. Specialisation and division of labour can impact on efficiency. How production might be made more efficient	Developing multi-stage arguments using a string of interconnected consequences. Also giving a reason or show understanding of a previous link in the chain. The required	

<p>local business in order to see how well it satisfies customer needs. You are required to investigate an existing small business and to prepare a report which assesses the quality of its customer service. You are also required to consider how best the quality of customer service can be improved.</p> <p>Assessment: Unit 3 Coursework</p> <p>SMSC and British Values: <i>Sexism, racism and discrimination in the workplace. Moral issues relating to business practices. Leadership and responsibility. Changes within society and how they may impact on businesses. British Laws, British Tax System. Respect</i></p>	<p>franchising. Ways in which the growth of a business can impact on its stakeholders. Consider the ways in which stakeholders might react to protect their own interests. Advantages and disadvantages of a private limited company becoming a public limited company.</p> <p>Assessment: Benefits and risks of expansion Methods of expansion Conflict between stakeholders.</p> <p>SMSC and British Values: <i>Sexism, racism and discrimination in the workplace. Moral issues relating to business practices. Leadership and responsibility. Changes within society</i></p>	<p>Advantages and disadvantages of each method for a given situation. Main methods that a large business might use to raise funds. These include: retained profits, a new share issue, obtaining a loan or mortgage and selling unwanted assets. Advantages and disadvantages of each method for a given situation Profit and loss account and balance sheet to the stakeholders when assessing the performance of the business. Identify the various components of a profit and loss account and balance sheet. Performance of a business through interpretation of the information contained in simplified versions of the profit and loss accounts, balance</p>	<p>by the use of lean production techniques, eg Just In Time and the impact these might have on employees (such as training and motivation). Ways, both internal and external, in which large businesses obtain a cost advantage over smaller businesses. The disadvantages of growth might occur within a growing business, eg longer chains of communication and complexities within the production process Possible quality issues that growing businesses face eg consistency and the cost of maintaining quality (outsourcing, inspection costs). Methods of maintaining consistent quality, including concepts such as Total Quality Management (TQM).</p>	<p>number of steps in the chain could be varied according to the ability of the group being taught.</p> <p>Assessment: Unit Test Case studies Past Paper questions</p> <p>SMSC and British Values: <i>Sexism, racism and discrimination in the workplace. Moral issues relating to business practices. Leadership and responsibility. Changes within society and how they may impact on businesses. British Laws, British Tax System. Respect for different values and morals. Understand the freedom of trade and recruitment.</i></p>	
---	---	--	--	--	--

<p><i>for different values and morals. Understand the freedom of trade and recruitment.</i></p>	<p><i>and how they may impact on businesses. British Laws, British Tax System. Respect for different values and morals. Understand the freedom of trade and recruitment.</i></p>	<p>sheet and by the application of gross and net profit margins and current and acid test ratios. Relevant formulae for ratios, where appropriate, as part of the examination paper Internal organisational structures Appropriateness of centralisation/ decentralisation for growing businesses. The staff recruitment process Appraisal and training Methods of motivation Retention of staff.</p> <p>Assessment: Unit Test Case studies Past Paper questions</p> <p>SMSC and British Values: <i>Sexism, racism and discrimination in the workplace. Moral issues relating to business practices.</i></p>	<p>Assessment: Unit Test Case studies Past Paper questions</p> <p>SMSC and British Values: <i>Sexism, racism and discrimination in the workplace. Moral issues relating to business practices. Leadership and responsibility. Changes within society and how they may impact on businesses. British Laws, British Tax System. Respect for different values and morals. Understand the freedom of trade and recruitment.</i></p>		
---	--	---	--	--	--

		<p><i>Leadership and responsibility.</i></p> <p><i>Changes within society and how they may impact on businesses.</i></p> <p><i>British Laws, British Tax System. Respect for different values and morals. Understand the freedom of trade and recruitment.</i></p>			
--	--	--	--	--	--

Enrichment/Extra Curricular:

- *Enrichment is important to Business Studies and we endeavour to give the best possible experience of Business Studies by organising research trips where students are given the opportunity to conduct their own 'research for their coursework modules.*
- *We have links to local businesses to give students a vocational experience of business.*