

## 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	Marketing	Finance	Recruitment	Production	Practical business
different business	Marketing Mix	Financial support	Motivating staff	Customer Service	exercise
types.		Cash flow	Legislation		
Starting A Business	Conducting Market	Finance and Support	Recruitment	Production Methods	Starting and running a
Enterprise	Research.	for a Small Business	Motivating Staff	Customer Service	business enterprise
Business Aims &	Using the Marketing	Financial Terms	Protecting staff	<ul> <li>Job and batch</li> </ul>	
Objectives	Mix: Price, Promotion,	Using Cash Flow.	through understanding	Efficiency and	
Business Planning	Product, Place.		legislation.	technology. Costs/ IT	
Legal structure				Quality/ customer	
Location.				expectations.	
Students will	Consider the products	Aware of the difficulties	Benefits of full and	Job and batch	AO1 Recall, select and
understand what a	that a small business is	that many new	part-time employment	production methods	communicate their
business is and the	likely to offer and how	businesses face when	to the business.	and understand when	knowledge and
reasons why businesses	it could alter the	attempting to raise	Internal and external	each is appropriate.	understanding of
are set up e.g. to	products to meet	funds.	methods of recruiting	Importance to	concepts, issues and
produce goods, supply	customer needs.	Main sources of finance	staff: personal	businesses of operating	terminology
services, distribute	Basic relationship	available to a small	recommendation,	efficiently and the ways	AO2 Apply skills,
products. Businesses	between price and	business, including:	advertising and	in which costs might be	knowledge and
should include social	demand. e.g. a price	overdraft, bank loans	interviewing.	lowered, especially with	understanding in a
enterprises.	rise would probably	and mortgages, loans	Factors that determine	changes in technology.	variety of contexts and
Understand the	affect the profits of a	from friends and family,	the level of wages/	Customer expectations	in planning and carrying
advantages and	small business in a	and grants.	salaries paid to	of quality.	out investigations and
disadvantages of	competitive market	Aware of organisations	employees, including	The importance to	tasks.
operating as a	Promotion methods	that can support small	levels of skill and	small businesses of	AO3 Analyse and

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

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 10

Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
To investigate	Marketing	Finance	Recruitment	Production	<u>Unit 3</u>
different business	Marketing Mix	Financial support	Motivating staff	Customer Service	Coursework
types.		Cash flow	Legislation		
Business Starting A	Conducting Market	Finance and Support	Recruitment	Production Methods	Exact title to be given
Business Enterprise	Research.	for a Small Business	Motivating Staff	Customer Service	in the Spring Term.
Business Aims &	Using the Marketing	Financial Terms	Protecting staff	<ul> <li>Job and batch</li> </ul>	
Objectives	Mix: Price, Promotion,	Using Cash Flow.	through understanding	Efficiency and	
Business Planning	Product, Place.		legislation.	technology. Costs/ IT	
Legal structure				Quality/ customer	
Location.				expectations.	
Students will	Consider the products	Aware of the difficulties	Benefits of full and	Job and batch	AO1 Recall, select and
understand what a	that a small business is	that many new	part-time employment	production methods	communicate their
business is and the	likely to offer and how	businesses face when	to the business.	and understand when	knowledge and
reasons why businesses	it could alter the	attempting to raise	Internal and external	each is appropriate.	understanding of
are set up e.g. to	products to meet	funds.	methods of recruiting	Importance to	concepts, issues and
produce goods, supply	customer needs.	Main sources of finance	staff: personal	businesses of operating	terminology
services, distribute	Basic relationship	available to a small	recommendation,	efficiently and the ways	AO2 Apply skills,
products. Businesses	between price and	business, including:	advertising and	in which costs might be	knowledge and
should include social	demand. e.g. a price	overdraft, bank loans	interviewing.	lowered, especially with	understanding in a
enterprises.	rise would probably	and mortgages, loans	Factors that determine	changes in technology.	variety of contexts and
Understand the	affect the profits of a	from friends and family,	the level of wages/	Customer expectations	in planning and carrying
advantages and	small business in a	and grants.	salaries paid to	of quality.	out investigations and
disadvantages of	competitive market	Aware of organisations	employees, including	The importance to	tasks.

<b></b>					
		that can support small	levels of skill and	small businesses of	AO3 Analyse and
,		businesses	experience.	providing good service	evaluate evidence,
		Terms: price, sales,	Other monetary	to customers, including:	make reasoned
independent business limi	nited budget e.g.	revenue, costs and	benefits, including	reliability, product	judgements and
The main types of adv	vertising in local	profit and the	pension payments and	information and good	present appropriate
business aims, nev	wspapers, the	relationship between	bonuses.	after sales service.	conclusions.
including: survival, Inte	ernet, use of	these.	Use of non-monetary	How customers are	
profit, growth, market per	rsonal	Perform simple	rewards to employees,	protected by law, which	
share, customer reco	commendation and	calculations based on	such as fringe benefits	influences businesses,	
satisfaction, ethical and bus	siness cards	these figures	Benefits to the business	such as the fitness for	
sustainable Plac	ice: growing	Determine profit/loss	of having well-	purpose of the product	
imp	portance of	Interpret simple cash	motivated staff.	sold. A detailed	
e-ce	commerce and how it	flow statements.	Suggest relevant ways	knowledge of consumer	
can	n extend the reach of	Consequences of cash	by which small	protection legislation is	
bus	sinesses to include	flow problems and that	businesses might	not required.	
inte	ernational markets.	these could lead to the	motivate their	Ways advances in ICT	
		business going into	employees: training,	have allowed customer	
		receivership and closing	greater responsibility	services to develop,	
		down.	and financial rewards.	such as the use of	
		Recommend possible	Legal responsibilities of	websites, e-commerce	
		solutions to cash flow	employers and their	and global and	
		problems, such as re-	staff. How such laws	international markets.	
		scheduling payments	can affect small		
		and receipts of income.	businesses.		
Assessment: Ass	sessment:	Assessment:	Assessment:	Assessment:	
Business type test Ma	arketing test	Financial terms test	<b>Business scenarios</b>	Production test	
Business Scenarios. Usi	ing a given scenario,	How can we finance a	How do we recruit staff	What production	
Advantages and Stu	udents should be	business?	and motivate them.	methods can we use to	
disadvantages of each abl	le to recommend			run a business.	
type of business. app	propriate marketing	Skills:			
act	tivities for a business	Knowledge,			
Skills: wit	th a limited budget.	application, analysis			
Extend locational Ma	arketing project:	and evaluation.			

knowledge and deepening their awareness of different businesses. SMSC and British Values: Sexism, racism and discrimination in the workplace. Moral issues relating to business practices.	Students investigate the marketing of chocolate bars and snacks. Skills: Knowledge and application and analysis. SMSC and British Values: 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.	SMSC and British Values: 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.	SMSC and British Values: 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.	SMSC and British Values: 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.	
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	British Laws, British Tax System. Respect for different values and morals. Understand the freedom of trade and recruitment.				

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

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

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

Leadership and	
responsibility.	
Changes within society	
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