GCSE (9-1) Business Subject Overview

The Appleton School.

Review July 2020
Subject: GCSE Business

Curriculum Intent (Covering Year 9 to 11)

Department Vision.

The Business department at The Appleton School aims to develop young business students and knowledgeable entrepreneurs. The course at GCSE level aims for students to understand key business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society. The planned and specialised delivery of the specification gives students the opportunity to explore real life business issues and how businesses work enabling them to utilise this knowledge in their next steps.

The specification for Business studies is broad but covers these main functional areas: Business in the real world, Influences on business, Business operations, Human resources, Marketing and Finance.

With a combination of teacher led delivery, independent research, teamwork, competition and presentation activities we aim to complement the employability skills that they are developing in other subject areas as well as prepare students for the everyday world of working within or running an organisation.

Students Vision.

- to develop you as young business students and knowledgeable potential future entrepreneurs
- to provide you with a key understanding of business terminology, concepts, objectives and the nature of business activity.
- to allow you to explore real life business issues and scenarios
- to provide you with an insight into how this subject is going to be useful in your chosen next steps in life
- to compliment your employability skills
- to prepare you for the everyday life of working for or running your own business

What are your aims linked to the curriculum (National Curriculum and Specification criteria)

The vision and aims of the GCSE Business department at the Appleton School has been influenced by the Purpose and Aims of the National Curriculum (DfE 2013) and the Edexcel Specifications that we follow at GCSE and A Level, which highlight areas that we feel particularly important in the 21st Century.
The curriculum is divided into two themed modules of work where each theme is completed on an academic yearly basis (At Key Stage 4). For example, theme 1 focuses on investigating small business but within that theme there is five topic areas. This is explained in greater depth on our scheme of work. The curriculum has been developed so that skills and knowledge are revisited continuously throughout Key Stage four until external examinations are completed and the students are fully prepared for their next steps in their education.

How is the curriculum assessed?
Assessments are completed at the end of the delivery of each topic where students key knowledge and skills that have been developed through the topic area are assessed through the completion of an end of topic test. At Ks4 we use the exam board grade boundaries along with assessments designed using exam wizard. All of the assessment data is collected on a departmental markbook and individualised teachers’ data tracking system and will inform future teaching and learning. As well as these end of topic assessments, we also have feedback and mini assessments where students are given feedback on how to develop specific knowledge or skills and required to then respond by working on the question again or an extended stretch and challenge question. At key points throughout the academic year (determined by the school) mock examinations will take place. These examinations will test knowledge and skills across modules and assessed using examination mark schemes and grade boundaries (KS4). This data is recorded on the central school system (SIMS).

How is the curriculum enriched (through speakers/visits/clubs) to generate a love of learning?
The curriculum is enriched predominately through the application of real life links to Businesses within the UK and global economy. Students are encouraged to keep up with the news and teachers are expected to bring real life business examples into their lesson planning. External speakers come into the school during theme 1 focusing on providing students with an insight into setting up and running their own company as successful business entrepreneurs. We have a business and enterprise department that focuses on running business clubs such as young enterprise where business students are given the opportunity to be involved in their own business and products. This department also provides a business trip to New York.

What skills and knowledge do students bring with them from Key Stage 3 to Year 9?
Students first exposure to the subject of Business is through a 6-week programme that is completed in year 8 and therefore they have limited skills and knowledge that they can bring with them into year 9. This programme has been designed to introduce the subject and provide the students with an idea as to what Business is about. Key concepts such as the marketing mix and product development are delivered and students use this understanding to apply it to the creation of their own theme park. The 6-week course is an engaging and informative insight into this new subject and into the ks4 GCSE Business course.
What skills and knowledge do students bring with them from Year 9 to Year 10?

Within Year 9 students will cover Theme 1 of the Edexcel course. The knowledge and skills within this theme focuses on starting and running a small business. It provides a framework for students to explore core concepts through the lens of an entrepreneur setting up a business. Quantitative skills are developed that are relevant to a range of business contexts where students use calculations and make interpretations of provided data. The assessment objectives are introduced to students where they will start to develop skills such as identifying, understanding, applying and analysing.

What skills and knowledge do students bring with them from Year 10 to Year 11?

Within Year 10, students will cover Theme 2 within the Edexcel course. This theme focuses on the key business concepts, issues and decisions used to grow a business, with emphasis on aspects of marketing, operations, finance and human resources. Theme 2 also considers the impact of the wider world on the decisions a business makes as it grows. Students will be extremely confident on the following skills; identification, understanding, application, analysis and evaluation and a number of transferrable skills will also be obtained throughout this qualification such as cognitive, interpersonal and intrapersonal.

What skills and knowledge do students bring with them from Key Stage 4 to Key Stage 5?

Students can progress from this qualification to a number of different academic and vocational qualifications at Level 3, including GCEs in Business, History, Geography, Economics and Psychology and BTEC Nationals in Business. The knowledge and skills gained from GCSE Business support students’ entry into employment or other training in specific aspects of business, such as apprenticeships and vocational qualifications which focus on more specialised business areas. GCSE Business provides a strong foundation for employment, with students progressing, with further training, to a wide range of careers training such as banking, sales, product management and general management.

What will students study?

This is a two year course where external examinations will be completed at the end of year 10 unless students are completing the short form course then in which case they will take the examinations at the end of year 11 and complete the full course in under one year. In Year 9 students will cover Theme 1 and in Year 10 students will then predominately focus on Theme 2. Exam question practice will be completed throughout the duration of the course in order to build examination skills and allow the application of theory. For an in depth view on what the students will cover please see the GCSE scheme of work.
The Appleton School.
GCSE Business

Why has learning been sequenced in this way?

<table>
<thead>
<tr>
<th>Year 9</th>
<th>Year 10</th>
<th>Year 11</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Students - Holiday</td>
<td>All year 10 teachers should be focusing this year on Theme 2. Please work from topic 2.1 onwards through to topic 2.5. Complete end of topic tests as you go. Focus for this half term should be topic 2.1 - where anyone has one lesson a fortnight they will focus on delivering exam technique.</td>
<td>All class teachers should be revising Theme 1. Start at topic 1.1 and move through the topic areas to topic 1.5 - Complete end of topic tests at the end of the topic area.</td>
</tr>
<tr>
<td>Holiday</td>
<td>All class teachers should be revising Theme 1. Start at topic 1.1 and move through the topic areas to topic 1.5 - Complete end of topic tests at the end of the topic area.</td>
<td>Mock Exam week 1 - Both themes</td>
</tr>
<tr>
<td>Holiday</td>
<td>All year 10 teachers should be focusing this year on Theme 2. Please work from topic 2.1 onwards through to topic 2.5. Complete end of topic tests as you go. Focus for this half term should be topic 2.2</td>
<td>Mock Exam week 2 - Theme 1 Paper</td>
</tr>
<tr>
<td>Christmas Holiday</td>
<td>Mock Exam week 1 - Theme 2 - Topics 2.1 and 2.2</td>
<td></td>
</tr>
</tbody>
</table>

MLL and KAG (main class teachers) to focus on theme 1. Work from Topic 1 through to topic 5 and complete end of topic tests accordingly. FW and KLS to work on Theme 2. KLS to start on topic 2.1 and FW to start on topic 2.5 and meet in the middle.

All class teachers should be revising Theme 1. Start at topic 1.1 and move through the topic areas to topic 1.5 - Complete end of topic tests at the end of the topic area.
MLL and KAG (main class teachers) to focus on theme 1. Work from Topic 1 through to topic 5 and complete end of topic tests accordingly. FW and KLS to work on Theme 2. KLS to start on topic 2.1 and FW to start on topic 2.5 and meet in the middle.

**Mock Exam week 1 - Theme 1**

Revision on topic areas of weakness according to your class. MLL and KAG still to focus on theme 1 and FW and KLS to focus on Theme 2. As much exposure to exam questions here as possible teaching them exam technique and getting them to create revision materials.

**Mock Exam week 2 - Theme 2 - Topics 2.3 and 2.4**

**Mock Exam week 3 - Theme 2 Paper**

**Half Term Holiday**

All year 10 teachers should be focusing this year on Theme 2. Please work from topic 2.1 onwards through to topic 2.5. Complete end of topic tests as you go. Focus for this half term should be topic 2.3

All class teachers should be revising Theme 2. Start at topic 2.1 and move through the topic areas to topic 2.5 - Complete end of topic tests at the end of the topic area.

Focus for this half term should be topic 2.4.

All class teachers should be revising Theme 2. Start at topic 2.1 and move through the topic areas to topic 2.5 - Complete end of topic tests at the end of the topic area.

**Spring Holiday**

Focus on exam technique and past paper practice Questions (Use the Tutor2U exam papers on the R drive under the GCSE Business 9-1 Specification folder).

All year 10 teachers should be focusing this year on Theme 2. Please work from topic 2.1 onwards through to topic 2.5. Complete end of topic tests as you go. Focus for this half term should be topic 2.5

Focus on exam technique and past paper practice Questions (Use the Tutor2U exam papers on the R drive under the GCSE Business 9-1 Specification folder).

**EXAM DATE: 21/05/2020 PM**

**EXAM DATE: 21/05/2020 PM**

**Half Term Holiday**
What cross-curricular themes have been identified?

The main cross-curricular links that are present throughout this course are English, Mathematics and Economics. A number of written skills are required throughout the course when answering exam questions and quantitative skills are included through calculations and interpretations of data. There are topic areas throughout the qualification that have heavy focus on economical aspects such as the external environment, interest rates, exchange rates etc. How will this be assessed to show that students have learnt and remembered what they have been taught?
How will students be assessed?

<table>
<thead>
<tr>
<th>Years</th>
<th>Term 1</th>
<th>Term 2</th>
<th>Term 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>Baseline Assessment – Quantitative skills assessment</td>
<td>Module tests Exam Week</td>
<td>Module tests Exam Week</td>
</tr>
<tr>
<td></td>
<td>Module tests</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Module tests Exam Week 1</td>
<td>Module tests Exam Week 3</td>
<td>External Exams Module tests</td>
</tr>
<tr>
<td></td>
<td>Exam Week 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Baseline Assessment – Quantitative skills assessment</td>
<td>Module tests Exam Week 3</td>
<td>External Exams Module tests</td>
</tr>
<tr>
<td></td>
<td>Module tests Exam Week 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Exam Week 2</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

What will students be expected to know and remember?

For an in depth view on what the students will be expected to know and remember in regards to knowledge and skills please see the GCSE scheme of work.
<table>
<thead>
<tr>
<th>Year</th>
<th>Term 1</th>
<th>Term 2</th>
<th>Term 3</th>
</tr>
</thead>
</table>
| 9 (Year 1) | • Why and how new business ideas come about  
  • The impact of risk and reward on business activity  
  • The role of business enterprise and entrepreneurship and the purpose of business activity  
  • Identifying and understanding customer needs  
  • The importance of identifying and understanding customers: generating sales, business survival  
  • The purpose and methods of market research as well as the use of data in market research. Also the importance of the reliability of market research data  
  • How businesses use market segmentation and market mapping to target customers.  
  • Understanding the competitive environment  
  • What business aims and business objectives are and why business aims and objectives differ between businesses  
  • The concept and calculation of revenue, costs, profits and breakeven, profit and the interpretation of breakeven diagrams.  
  • The importance of cash to a business and calculation and interpretation of cash-flow forecasts  
  • Sources of finance for a start-up or established small business | • The concept of limited liability and the types of business ownership for start-ups including franchises  
  • Factors influencing business location  
  • What the marketing mix is and the importance of each element and how the elements of the marketing mix work together  
  • The role and importance of a business plan and the purpose of business activity  
  • Who business stakeholders are and their different objectives  
  • Different types of technology used by business and how technology influences business activity  
  • The purpose of legislation and its impact on a business  
  • The impact of the economic environment and external influences on a business | • Methods of business growth and their impact  
  • The types of business ownership for growing businesses  
  • Sources of finance for growing and established businesses  
  • How and Why business aims and objectives change as businesses evolve  
  • The impact of globalisation on businesses  
  • Barriers to international trade  
  • How businesses compete internationally  
  • The impact of ethical and environmental considerations on businesses  
  • Exam technique for section A and B  
  • Exam skills in regards to knowledge, application and analysis  
  • External Examination |
<table>
<thead>
<tr>
<th>Year</th>
<th>Term 1</th>
<th>Term 2</th>
<th>Term 3</th>
</tr>
</thead>
</table>
| 10 (Year 2) | • The design mix  
• The product life cycle  
• The importance to a business of differentiating a product/service  
• Price: pricing strategies and influences on pricing  
• Promotion: promotion strategies and technology  
• Place: methods of distribution  
• How each element of the marketing mix can influence the other elements  
• Using the marketing mix to build competitive advantage and how an integrated marketing mix can influence competitive advantage  
• The purpose of business operations  
• Production processes: Job, batch and flow  
• Impacts of technology on production  
• Managing stock: JIT and JIC  
• The role of procurement  
• The concept of quality and its importance in  
• The sales process  
• The importance to businesses of providing good customer service | • The concept, calculation and interpretation of: Gross profit and Net profit  
• The use and interpretation of quantitative business data to support, inform and justify business decisions  
• The use and limitation of financial information  
• Different organisational structures and when each are appropriate: Tall and Flat  
• The importance of effective communication  
• Different ways of working and the different job roles and responsibilities  
• How businesses recruit people  
• How and why businesses train and develop employees  
• The importance of motivation in the workplace and how businesses motivate employees | • Revision of all key terms  
• Exam technique for section A, B and C  
• Exam skills in regards to knowledge, application and analysis and evaluation  
• Constructing a conclusion using AJIM  
• External Examination |
<table>
<thead>
<tr>
<th>Year</th>
<th>Term 1</th>
<th>Term 2</th>
<th>Term 3</th>
</tr>
</thead>
</table>
| 11 (short fat course) | - Why and how new business ideas come about  
- The impact of risk and reward on business activity  
- The role of business enterprise and entrepreneurship and the purpose of business activity  
- Identifying and understanding customer needs  
- The importance of identifying and understanding customers: generating sales, business survival  
- The purpose and methods of market research as well as the use of data in market research. Also the importance of the reliability of market research data  
- How businesses use market segmentation and market mapping to target customers.  
- Understanding the competitive environment  
- What business aims and business objectives are  
- Business aims and objectives when starting up and why business aims and objectives differ between businesses  
- The concept and calculation of revenue, costs, profits and breakeven, profit and the interpretation of breakeven diagrams.  
- The importance of cash to a business and calculation and interpretation of cash-flow forecasts  
- Sources of finance for a start-up or established small business  
- The concept of limited liability and the types of business ownership for start-ups including franchises  
- Factors influencing business location  
- What the marketing mix is and the importance of each element and how the elements of the marketing mix work together  
- The role and importance of a business plan and the purpose of business activity  
- Who business stakeholders are and their different objectives  
- Different types of technology used by business and how technology influences business activity  
- The purpose of legislation and its impact on a business  
- The impact of the economic environment and external influences on a business | - Methods of business growth and their impact  
- The types of business ownership for growing businesses  
- Sources of finance for growing and established businesses  
- How and Why business aims and objectives change as businesses evolve  
- The impact of globalisation on businesses  
- Barriers to international trade  
- How businesses compete internationally  
- The impact of ethical and environmental considerations on businesses  
- The design mix  
- The product life cycle  
- The importance to a business of differentiating a product/service  
- Price: pricing strategies and influences on pricing  
- Promotion: promotion strategies and technology  
- Place: methods of distribution  
- How each element of the marketing mix can influence the other elements  
- Using the marketing mix to build competitive advantage and how an integrated marketing mix can influence competitive advantage  
- The purpose of business operations  
- Production processes: Job, batch and flow  
- Impacts of technology on production  
- Managing stock: JIT and JIC  
- The role of procurement  
- The concept of quality and its importance in  
- The sales process  
- The importance to businesses of providing good customer service | - The concept, calculation and interpretation of: Gross profit and Net profit The use and interpretation of quantitative business data to support, inform and justify business decisions  
- The use and limitation of financial information  
- Different organisational structures and when each are appropriate: Tall and Flat  
- The importance of effective communication  
- Different ways of working and the different job roles and responsibilities  
- How businesses recruit people  
- How and why businesses train and develop employees  
- The importance of motivation in the workplace and how businesses motivate employees  
- Revision of all key terms  
- Exam technique for section A, B and C (taught throughout year)  
- Exam skills in regards to knowledge, application and analysis and evaluation (taught throughout year)  
- Constructing a conclusion using AJIM (taught throughout year) |