

## Year 10 - 11 Business GCSE - Learning Journey 2018-2019

This is guide to our learning, however expect some deviation and regular re-visits to earlier learning.

Week	Date	Topic	What we will learn about each week	Assessment	
1	03.09.--	<b>Business in the Real World 3.1</b>	Subject overview, assessment structure, learning journeys, housekeeping. Learning blog & Assessment.	Case Study Ben & Jerrys	
		3.1.1 - Purpose of business	Reasons for starting a business. Business types and purpose.		
		3.1.1 Basic functions and business types	Needs vs Wants. Learning to identify & Explain using Goods & Services providers.		
2	10.09.--	3.1.1 Factors of Production	Opportunity cost. Primary / Secondary / Tertiary sectors defined.		
		3.1.1 Enterprise & Entrepreneurs	Entrepreneurial characteristics. Disposable income. Competing needs and wants. Creating a student budget. Opportunity cost in entrepreneurial context. Chain of production, tree to seat.		
		3.1.1 Enterprise & Entrepreneurs	Characteristics of an entrepreneur. Examples. Creation of a hierarchy of characteristics.		
3	17.09.--	3.1.1 Objectives of an entrepreneur	Why do people want to become their own boss>		
		3.1.1 Dynamic nature of business	Businesses face a constantly changing business environment – P.E.S.T. analysis Main external factors that impact a business		
		3.1.2 <b>Business Ownership</b> Sole traders / Partnerships	Definitions. Pros & Cons of these business ownership models.		
4	24.09.--	3.1.2 Private limited companies (Ltd)	Definition. What is limited liability. Pros & Cons of this legal structure.		
		3.1.2 Public limited companies (Plc)	Definition. The benefits and drawbacks of this legal structure		
5	01.10.--	3.1.2 Not-for-profit organisations	Definition. The benefits and drawbacks of this legal structure Evaluate which legal structure would be the most appropriate for a variety of business examples: Including new start-up businesses and large established businesses		
		3.1.3 <b>Business aims and objectives</b>	What are business aims and objectives – Identify main objectives Purpose of setting objectives Role of objectives in running a business		
6	08.10.--	3.1.3 Changing objectives	How and why the objectives set will differ between businesses. How and why the objectives set may change as businesses evolve.		
		3.1.3 Objectives in judging success	How the success of a business can be measured in other ways than profit		
7	15.10.--	3.1.4 Stakeholders – Main stakeholders & their main objectives	Stakeholders: owners, employees, customers, local community and suppliers Main objectives of each stakeholder		
		3.1.4 Impact of business activity on stakeholders & vice versa	To understand how businesses may face conflict between stakeholders.		
H/T					
8	29.10.--	3.1.5 <b>BUSINESS LOCATION</b> – Main factors that influence location decision	Location, location, location! To evaluate the appropriate location for a variety of businesses, including proximity to the market, availability of raw materials, labour, competition and costs.		Location, Location, Location  How Stakeholders are affected by location choice.  Or  Business Growth  Explain why a local café might want to open more outlets.
		3.1.5 Why some businesses decide to locate in other countries.	Labour costs, globalisation, growing economies & markets. Where's hot!...		
9	05.11.--	3.1.6 <b>BUSINESS PLANNING</b> - The purpose of business planning & the main sections in a business plan	Why businesses create plans – Setting objectives to measure success & need for change		
		3.1.6 Analyse the benefits and drawbacks of business planning	Analysis = Pros / Cons		
10	12.11.--	3.1.6 Financial Terms	VC & FC TC=VC+FC		
		3.1.6 Financial Calculations	How to calculate revenue, costs, profit and loss		
11	19.11.--	3.1.7 <b>EXPANDING A BUSINESS</b> Methods of expansion	Lesson 1 Internal growth: Define methods - Organic & External. Analyse advantages & disadvantages of growth methods.		
		3.1.7 Methods of expansion - Franchising	Lesson 2: Franchising		
12	26.11.--	3.1.7 M.o.E. Outsourcing & External Growth	Define: external growth, takeovers and mergers		
		3.1.7 Economies of Scale	Main benefit of expansion – reasons for Economies of scale		
13	03.12.--	3.1 Diseconomies of scale	Growth is challenging. Understanding Diseconomies of scale. Other dangers of growth.		
		3.2.1 <b>INFLUENCES on BUSINESS</b> Impact of the changing use of ICT	The impact of the changing use of ICT and how it influences business activity		
14	10.12.--	3.2.1 E-commerce	How e-commerce provides access to wider markets		
		3.2.1 Digital communication	how digital communication changes the way businesses communicate with stakeholders Know relevant examples of digital technology / communication		
15	17.12.--	3.2.2 <b>ETHICAL AND ENVIRONMENTAL considerations</b>	Identify and analyse where there may be a possible trade-off between ethics and profit		
		3.2.2 Ethical considerations	Students are expected to know relevant examples of ways in which a business can behave ethically.		
XMAS					
16	07.01.--	3.2.2 Environmental considerations	Environmental considerations include impact on traffic congestion, recycling, disposing of waste and noise and air pollution.	Is your school sustainable? Recommend whether THS should behave in an ethical, environmental and sustainable manner.	
17	14.01.--	3.2.2 Sustainability	Trade-off between sustainability and profit.		
18	21.01.--	3.2.3 <b>The economic climate on businesses INTEREST RATES</b>	An understanding of how fluctuating interest rates can affect businesses that rely on overdrafts and loans for finance.		
		3.2.3 The effect of changing (fluctuating) interest rates	Understand how fluctuating interest rates can affect consumer and business spending		
19	28.01.--	3.2.3 <b>Level of employment &amp; Consumer Spending</b>	Identify how and why businesses might be affected by changes in levels of employment and thus consumer spending.		
20	04.02.--				
21	11.02.--	3.2.4 Competing internationally - GLOBALISATION	What is meant by globalisation		
		3.2.4 Understanding methods for competing abroad	Methods include better designs and higher quality products at lower prices.		
H/T					
22	25.02.--	3.2.4 Analysis of Globalisation 3.2.4 Exchange Rates	Benefits and drawbacks of globalisation for UK businesses Understand the impact of exchange rates on the profit and sales of those businesses that import and/or export.		Analyse the likely consequences for business if the economic climate does weaken. Or Analyse the BENEFITS that Amazon receives for being a MULTINATIONAL company (MNC).
23	04.03.--	3.2.5 LEGISLATION – Employment	• national minimum wage/living wage • the Equality Act (2010). Retain good employees, Fines, Sickness costs		
		3.2.5 Assess impact of failing to follow legislation			
24	11.03.--	3.2.5 Health and Safety law Consumer law	Impacts on business: costs, training needs, recruitment requirements.		
25	18.03.--	3.2.6 <b>COMPETITIVE ENVIRONMENT</b> Impact on business of competitive markets Uncertainty and risks businesses face	Understand the meaning of a market and competition To 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. Activities businesses undertake to minimise risks.		
26	25.03.--	3.4 HUMAN RESOURCES 3.4.1 Organisational structures Centralisation and decentralisation	To understand what is meant by centralisation and decentralisation. To understand the benefits and drawbacks of centralisation and decentralisation for business performance.	REVISION & EXAM PRACTISE	
27	01.04.--	3.4.2 Recruitment (selection) The need for recruitment Methods of recruitment and selection of employees.	To understand the difference between internal and external recruitment. To understand the benefits and drawbacks of internal and external recruitment. To outline the main stages in the recruitment and selection process. To analyse the benefits of having an effective recruitment and selection process for a business.		
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28	22.04.--	3.4.2 Recruitment (selection) The need for recruitment Methods of recruitment and selection of employees.	To understand the difference between internal and external recruitment. To understand the benefits and drawbacks of internal and external recruitment. To outline the main stages in the recruitment and selection process. To analyse the benefits of having an effective recruitment and selection process for a business.		
29	29.04.--	Contracts of employment	To understand the difference between part time and full time contracts, job share and zero hour contracts. To understand the benefits of full and part time employment.		
30	06.05.--	3.4.3 Motivating employees	To understand the benefits of a motivated workforce. (staff retention and high productivity).		
31	13.05.--	Methods to motivate staff	To understand the use of financial methods of motivation (including an understanding of the main methods of payment including salary, wage, commission and profit sharing).		
		3.4.4 Training – why?	To explain the benefits of training employees for a business. (increased productivity, ability to deal with changes in technology, increased motivation, staff retention, production of high quality goods and good customer service.)		
32	20.05.--	REVISION	REVISION		
H/T					
33	03.06.--	End of Year Exam			
34	10.06.--	Post EoYE analysis	How can we do better next time?		
		Types of training undertaken by businesses	To understand the methods of training To explain the benefits of induction training. To analyse the benefits and drawbacks of <b>on the job</b> and <b>off the job</b> training and evaluate which would be the most appropriate method for a variety of businesses.		
35	17.06.--	Contingency	Contingency		
36	24.06.--				
37	01.07.--				
38	08.07.--				