

Year 10 - 11 Business GCSE - Learning Journey 2019-2020

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.--	Recap last year's learning	Business in the real World Influences on Business Human Resources	Business Operations End of Unit Assessment
		3.3 Business operations 3.3.1 Production processes – Job & Flow Practical (Smarties)	To understand what is meant by job production. To understand what is meant by flow production. To understand when each method of production is appropriate.	
		Efficiency in production – lean production JiTJust in Time Production Kaizen & Cell Production	To understand how production might be made more efficient by the use of lean production techniques. To understand how production might be made more efficient by the use of just in time (JIT) techniques. Production team competition.	
3	17.09.--	3.3.2 The role of procurement Managing stock – just in time (JIT)	To evaluate the use of managing stock using JIT to a given business. Understand that benefits of reduced costs must be balanced against the cost of more frequent deliveries and lost purchasing economies of scale	
		Managing stock – just in case (JIC)	Managing stock – just in case (JIC) recognise the benefits of having spare stock to satisfy demand balanced against the cost of holding buffer stock.	
		Factors affecting choice of suppliers	To understand the factors affecting the choice of suppliers. To analyse the factors that affect the choice of supplier for a given business- (price, quality and reliability)	
4	24.09.--	The effects of procurement and logistics on a business	To understand what procurement and logistics are and their effect on a business. To understand that the benefits of reduced costs must be balanced against the quality of service.	
		The value of effective supply chain management	To understand what a supply chain is. To explain the benefits of managing an effective supply chain.	
5	01.10.--	3.3.3 The concept of quality Consequences of quality issues	To understand that customers have expectations of quality in terms of the production of goods and the provision of services. To understand how businesses identify quality problems and businesses measure quality	
		Total quality management (TQM)	To understand the methods businesses use to maintain consistent quality. To identify the advantages to a business of using TQM.	
6	08.10.--	Costs and benefits of maintaining quality	To understand the costs and benefits of maintaining quality. To understand the possible quality issues as businesses grow.	
		3.3.4 Good customer services Methods of good service	To analyse the techniques businesses use to provide good customer service. To understand the sales process.	
7	15.10.--	Benefits of good customer service Dangers of poor customer service	Benefits of good customer service include increase in customer satisfaction, customer loyalty, increased spend and profitability. Dangers of poor customer service include dissatisfied customers, poor reputation via word of mouth and a reduction in revenue.	
		The ways in which advances in ICT have allowed customer services to develop	Reasons include advances in websites, e-commerce, and social media.	
H/T				
8	29.10.--	3.5 Marketing 3.5.1 Identifying and understanding customers satisfying customer needs	Reasons for identifying and satisfying customer needs include to provide a product or service that customers will buy, to increase sales, to select the correct marketing mix, to avoid costly mistakes and to be competitive.	Nintendo Case Study
		3.5.2 Types of segmentation Methods	To understand the methods and criteria businesses use to segment the market. Segmentation to:- target customers, include gender, age, location and income.	
9	05.11.--	Benefits	To understand why businesses use segmentation to target customers.	
		3.5.3 The purpose and methods of market research (MR) Purpose of MR	Reasons for conducting market research include to identify market opportunities and to get a better insight into their customers and competitors. Market research collects information about demand, competition and the target market.	
		Methods of MR Primary market research	To understand the meaning of primary market research and the methods used to collect primary data.	
10	12.11.--	Secondary market research	Methods include internet research and the printed press, eg newspapers.	
		Analysis of Methods	To understand the benefits and drawbacks for various market research techniques. To evaluate the best method for a given business.	
11	19.11.--	Decision Making using MR	To be able to interpret and use qualitative and quantitative market research findings to help make appropriate decisions for different types of business. KEYSKILL: manipulate and interpret data from tables and charts	
		3.5.4 The elements of the marketing mix: price, product, promotion and place 4Ps PRICING METHODS	To understand price skimming and price penetration. To understand the impact these pricing decisions will have on the business.	
		PRICING METHODS	To understand competitive pricing, loss leader and cost-plus pricing. To understand the impact these pricing decisions will have on the business.	
12	26.11.--	The factors that influence pricing decisions	To recognise the factors, internal and external, which might influence the pricing decision, particularly as businesses grow and expand. Factors that influence pricing decisions include costs, nature of the market, degree of competition and the product life cycle.	
		To understand the basic relationship between price and demand.	Students should understand that as prices rise demand is likely to fall.	
		PRODUCT Developing new products.	To understand the benefits and risks of developing new products.	
13	03.12.--	Product Design	To understand the importance of product design, image and the needs of the target market when designing new products.	
		Product differentiation	To understand the significance of having a USP in a competitive market. To understand the importance of a good brand image.	
		The product life cycle	To understand the product life cycle. To be able to demonstrate how the demand for a product or service might change over time. To understand what is meant by an extension strategy. To evaluate the effectiveness of extension strategies and when they would be suitable.	
14	10.12.--	Product portfolio	To understand how and why businesses might broaden and balance their product portfolio using the Boston Matrix. To be able to identify and explain the four categories of the Boston Box.	
		Promotional methods What is Promotion	To understand what is meant by promotion. To understand the reasons for promotion. - inform/ remind customers about the product, create or increase sales, create or change the image of the product and to persuade customers to buy the product.	
		Advertising	To understand the use of advertising by a given business. To understand the benefits and drawbacks of advertising. To understand the use of advertising by a given business. To understand the benefits and drawbacks of advertising.	
15	17.12.--	REVISION for MOCK		
		Mock Exams		

XMAS			
16	07.01.--	Mock Exam Analysis	
17	14.01.--	Promotional methods pt2	To understand the use of other promotional methods which are likely to be used by a given business. To understand the benefits and drawbacks of promotional methods used by businesses. Other promotional methods include PR, sales promotion (point of sales, displays, two for one offers, free gifts, samples, coupons and competitions), sponsorship and social media.
		Factors that affect choice of method	Factors that influence the selection of the promotional mix include the finance available, competitor actions, the nature of the product or service, the nature of the market and the target market.
18	21.01.--	PLACE- the different channels of distribution used by businesses	To understand the different channels of distribution used by businesses to gain access to potential customers. To analyse the appropriateness of each distribution method for a given scenario. Includes an understanding of retailers, wholesalers and telesales.
		e-commerce and m-commerce	To analyse the growing importance of e-commerce and m-commerce and how it can extend the reach of businesses to include international markets. To understand the benefits and drawbacks of a business using e-commerce and m-commerce.
		Integrated nature of the marketing mix	To understand the importance of the four elements and how they work together. To be able to recommend appropriate marketing activities for a given business. To recognise how the marketing mix evolves over time and evaluate how businesses may react to this.
19	28.01.--	3.6 Finance	To understand the main internal and external sources of finance available. To be able to analyse the advantages and disadvantages of each method for a given situation. Sources of finance available include family and friends, retained profit, a new share issue, obtaining a loan or mortgage, selling unwanted assets, overdrafts, trade credit, hire purchase and government grants.
		3.6.1 Methods businesses use to raise finance	
		Appropriateness of sources of finance	To be able to evaluate the suitability of sources of finance for new and established businesses.
20	04.02.--	3.6.2 Importance of cash Cash vs profit	What the consequences of cash flow problems and the effect of positive cash flow are. To understand the difference between cash and profit.
21	11.02.--	Interpreting cash flow forecasts	To understand how and why cash flow forecasts are constructed. To be able to complete and interpret sections of a cash flow forecast. This includes an understanding of cash inflows and outflows, net cash flow and the opening and closing balance.
		Solutions to cash flow problems.	Solutions to cash flow problems, including re-scheduling payments, overdrafts, reducing cash outflow, increasing cash inflow and finding new sources of finance.
		EXAM PRACTISE &	REVISION
H/T			
22	25.02.--	EXAM PRACTISE ANALYSIS	
		3.6.3 Financial terms and calculations	To understand the difference between variable costs, fixed costs and total costs. To understand the concept of revenue, costs, profit and loss. To be able to calculate revenue, costs and profit.
		Average rate of return	To understand the main investment projects that businesses undertake. To be able to calculate the average rate of return for these projects. I.e. New machinery, buildings and vehicles
23	04.03.--	Break-even	To understand the meaning of the term break-even output and interpret break-even charts. To be able to identify the break-even level of output and margin of safety from a break-even chart. To be able to evaluate the value of using break-even analysis to a business.
		3.6.4 Analysing the financial performance of a business Purpose of financial statements	To understand the importance of financial statements for assessing business performance and helping make business decisions.
24	11.03.--	Components of financial statements	To identify the main components of the income statement. To identify the main components of the statement of financial position. To understand that the statement of financial position is a snapshot in time. To understand the difference between assets and liabilities.
25	18.03.--	Interpretation of data given on financial statements	To make judgements on the performance of a business through the interpretation of the information contained in income statements. To calculate gross profit margin and net profit margin to help assess financial performance
		CONTINGENCY & REVISION	
26	25.03.--		
27	01.04.--		
EASTER			
28	22.04.--		
29	29.04.--		
30	06.05.--		
31	13.05.--		
32	20.05.--	EXAMS	
H/T			
33	03.06.--		
34	10.06.--		
35	17.06.--		
36	24.06.--		
37	01.07.--		
38	08.07.--		

Case Study –
Tesla

Case Study -
AES Ltd calculates its ARR