

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

| Week | Date | Topic | What we will learn about each week | Assessment |
|--------|----------|---|---|-----------------|
| 1 | 03.09.18 | Business in the Real World 3.1 | Subject overview, assessment structure, learning journeys, housekeeping. Learning blog & Assessment. | Exam Style Ques |
| | | 3.1.1 - Purpose of business | Reasons for starting a business. Business types and purpose. | Exam Style Ques |
| | | 3.1.1 Basic functions and business types | Needs vs Wants. Learning to identify & Explain using Goods & Services providers. | |
| 2 | 10.09.18 | 3.1.1 Factors of Production | Opportunity cost. Primary / Secondary / Tertiary sectors defined. | Exam Style Ques |
| | | 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. | Exam Style Ques |
| | | 3.1.1 Enterprise & Entrepreneurs | Characteristics of an entrepreneur. Examples. Creation of a hierarchy of characteristics. | |
| 3 | 17.09.18 | 3.1.1 Objectives of an entrepreneur | Why do people want to become their own boss? | Exam Style Ques |
| | | 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 | Exam Style Ques |
| | | 3.1.2 Business Ownership Sole traders / Partnerships | Definitions. Pros & Cons of these business ownership models. | |
| 4 | 24.09.18 | 3.1.2 Private limited companies (Ltd) | Definition. What is limited liability. Pros & Cons of this legal structure. | Exam Style Ques |
| | | 3.1.2 Public limited companies (Plc) | Definition. The benefits and drawbacks of this legal structure | |
| 5 | 01.10.18 | 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 Business aims and objectives | What are business aims and objectives – Identify main objectives Purpose of setting objectives Role of objectives in running a business | Exam Style Ques |
| 6 | 08.10.18 | 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. | Exam Style Ques |
| | | 3.1.3 Objectives in judging success | How the success of a business can be measured in other ways than profit | |
| 7 | 15.10.18 | 3.1.4 Stakeholders – Main stakeholders & their main objectives | Stakeholders: owners, employees, customers, local community and suppliers Main objectives of each stakeholder | Assignment R082 |
| | | 3.1.4 Impact of business activity on stakeholders & vice versa | To understand how businesses may face conflict between stakeholders. | Exam Style Ques |
| H/T | | | | |
| 8 | 29.10.18 | 3.1.5 Business Location – 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. | Exam Style Ques |
| | | 3.1.5 Why some businesses decide to locate in other countries. | Labour costs, globalisation, growing economies & markets. Where's hot!... | Assignment R082 |
| 9 | 05.11.18 | 3.1.6 Business Planning - The purpose of business planning & the main sections in a business plan | Why businesses create plans – Setting objectives to measure success & need for change | Assignment R082 |
| | | 3.1.6 Analyse the benefits and drawbacks of business planning | Analysis = Pros / Cons | Exam Style Ques |
| 10 | 12.11.18 | 3.1.6 Financial Terms | VC & FC TC=VC+FC | Exam Style Ques |
| | | 3.1.6 Financial Calculations | How to calculate revenue, costs, profit and loss | Assignment R082 |
| 11 | 19.11.18 | 3.1.7 Expanding a business Methods of expansion | Lesson 1 Internal growth: Define methods - Organic & External. Analyse advantages & disadvantages of growth methods. | Assignment R082 |
| | | 3.1.7 Methods of expansion - Franchising | Lesson 2: Franchising | Exam Style Ques |
| 12 | 26.11.18 | 3.1.7 M.o.E. Outsourcing & External Growth | Define: external growth, takeovers and mergers | Exam Style Ques |
| | | 3.1.7 Economies of Scale | Main benefit of expansion – reasons for Economies of scale | Assignment R082 |
| 13 | 03.12.18 | 3.1 Diseconomies of scale | Growth is challenging. Understanding Diseconomies of scale. Other dangers of growth. | Assignment R082 |
| | | 3.2.1 INFLUENCES on BUSINESS Impact of the changing use of ICT | The impact of the changing use of ICT and how it influences business activity | Exam Style Ques |
| 14 | 10.12.18 | 3.2.1 E-commerce | How e-commerce provides access to wider markets | Exam Style Ques |
| | | 3.2.1 Digital communication | how digital communication changes the way businesses communicate with stakeholders Know relevant examples of digital technology / communication | Assignment R082 |
| 15 | 17.12.18 | 3.2.2 Ethical and environmental considerations | Identify and analyse where there may be a possible trade-off between ethics and profit | Assignment R082 |
| | | 3.2.2 benefits and drawbacks of ethical behavior | | Exam Style Ques |
| XMAS | | | | |
| 16 | 07.01.19 | | | Assignment R082 |
| 17 | 14.01.19 | | | |
| 18 | 21.01.19 | | | Assignment R082 |
| 19 | 28.01.19 | | | |
| 20 | 04.02.19 | | | Assignment R082 |
| 21 | 11.02.19 | | | |
| H/T | | | | |
| 22 | 25.02.19 | | | |
| 23 | 04.03.19 | | | |
| 24 | 11.03.19 | | | |
| 25 | 18.03.19 | | | |
| 26 | 25.03.19 | | | |
| 27 | 01.04.19 | | | Assignment R082 |
| EASTER | | | | |
| 28 | 22.04.18 | | | |
| 29 | 29.04.18 | | | |
| 30 | 06.05.18 | | | |
| 31 | 13.05.18 | | | |
| 32 | 20.05.18 | | | R081 Mock Exam |

| H/T | | | | |
|-----|----------|--|--|-----------------|
| 33 | 03.06.18 | | | |
| 34 | 10.06.18 | | | |
| 35 | 17.06.19 | | | Assignment R085 |
| 36 | 24.06.19 | | | |
| 37 | 01.07.19 | | | |
| 38 | 08.07.19 | | | |

Year 10 – iMedia - Progress Tracker

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|---|--|--------------------------|----------------|-----|-----------------------|------------|-----|---------------------------------------|------------|-----|-----------------------------------|------------|-----|
| <h3 style="margin: 0;">FLIGHT PATH STICKER</h3> | <p style="text-align: center;">Overview of exam Breakdown of exams, length and weighting</p> <p style="text-align: center;"> LO1 LO2 LO3 LO4 </p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">R081 Pre-Production Exam</td> <td style="width: 15%;">1 hour 15 mins</td> <td style="width: 15%; text-align: right;">25%</td> </tr> <tr> <td>R082 Digital Graphics</td> <td>Coursework</td> <td style="text-align: right;">25%</td> </tr> <tr> <td>R084 Story Telling with a Comic Strip</td> <td>Coursework</td> <td style="text-align: right;">25%</td> </tr> <tr> <td>R085 Creating a Multipage Website</td> <td>Coursework</td> <td style="text-align: right;">25%</td> </tr> </table> | R081 Pre-Production Exam | 1 hour 15 mins | 25% | R082 Digital Graphics | Coursework | 25% | R084 Story Telling with a Comic Strip | Coursework | 25% | R085 Creating a Multipage Website | Coursework | 25% |
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| R082 Digital Graphics | Coursework | 25% | | | | | | | | | | | |
| R084 Story Telling with a Comic Strip | Coursework | 25% | | | | | | | | | | | |
| R085 Creating a Multipage Website | Coursework | 25% | | | | | | | | | | | |

| Date | Assessment | Flightpath Grade | Action (s) to make progress |
|------|---|------------------|-----------------------------|
| | Exam Style Questions on Client Requirements | | |
| | Exam Style Questions on Target Audience | | |
| | Exam Style Questions on Work Plan | | |
| | Exam Style Questions on Hardware and Software | | |
| | Exam Style Questions on Health and Safety | | |
| | Exam Style Questions on Legislation | | |
| | Exam Style Questions on Primary and Secondary Sources | | |
| | Exam Style Questions on File Properties and Formats | | |
| | Exam Style Questions on Mood Boards | | |
| | Exam Style Questions on Mind Maps | | |
| | Exam Style Questions on Visualisation Diagrams | | |
| | Exam Style Questions on Scripts | | |
| | Exam Style Questions on Storyboards | | |
| | Unit R081 Mock Exam | | |
| | GCSE Exam Unit R081 | | |
| | Assignment Unit R082 | | |