



## GCSE BUSINESS – Course Structure - 2021/22

### (Pearson 1BS0)

	Two-year course
<b>Theme 1: Investigating small business</b>	39 weeks approx.
<b>Theme 2: Building a business</b>	30 weeks approx.

## Course Planner: Outline 2021-2022

### Two-year course planner

<b>Year 10 Term 1 Sept - Dec</b>	1.1 Enterprise and entrepreneurship 1.2 Spotting a business opportunity 1.3 Putting a business idea into practice	14 weeks
<b>Year 10 Term 2 Jan - April</b>	1.4 Making the business effective 1.5 Understanding external influences on businesses	12 weeks
<b>Year 10 Term 3 April - July</b>	1.5 Understanding external influences on businesses (cont.) Revision and practice assessment 2.1 Growing the business	13 weeks

<b>Year 11</b> <b>Term 4</b>  <b>Sept - Dec</b>	2.2 Making marketing decisions 2.3 Making operational decisions 2.4 Making financial decisions	12 weeks
<b>Year 11</b>  <b>Term 5</b>  <b>Jan - April</b>	2.5 Making human resource decisions Revision and practice assessments	12 weeks
<b>Year 11</b>  <b>Term 6</b>  April – May/June	Revision and final exam preparation	6 weeks



## GCSE BUSINESS – Programme of Study and Content - 2021/22

		Key topic	Specification content
<b>2-year</b>			
<b>Year 10</b>		<ul style="list-style-type: none"> <li>Introduction and overview to small businesses. How and why are small businesses created? Overview of key features of small businesses and recognition that small businesses operate in all economic and geographical areas.</li> </ul>	
<b>Term 1</b>		<ul style="list-style-type: none"> <li>Overview of assessment structure of the course.</li> </ul>	
<b>Sept-Dec</b>		<b>Topic 1.1 Enterprise and entrepreneurship</b> 1.1.1 The dynamic nature of business	Why new business ideas come about: <ul style="list-style-type: none"> <li>Changes in technology</li> <li>Changes in what consumers want</li> <li>Products and services becoming obsolete</li> </ul> How new business ideas come about: <ul style="list-style-type: none"> <li>Original ideas</li> <li>Adapting existing products/services/ideas</li> </ul>
<b>Week 1-2</b>			
3	1.1.2 Risk and reward	The impact of risk and reward on business activity: <ul style="list-style-type: none"> <li>Risk: business failure, financial loss, lack of security</li> <li>Reward: business success, profit, independence</li> </ul>	
4	1.1.3 The role of business enterprise	The role of business enterprise and the purpose of business activity: <ul style="list-style-type: none"> <li>To produce goods or services</li> <li>To meet customer needs</li> <li>To add value: convenience, branding, quality, design, unique selling points</li> </ul>	

		<p>The role of entrepreneurship:</p> <ul style="list-style-type: none"> <li>An entrepreneur: organises resources, makes business decisions, takes risks</li> </ul>
-	<p><b>Enhancement activity for Topic 1.</b> <i>Mini investigation into a local business in the Whitehaven area for one content area, for example: added value or entrepreneurs.</i></p> <p><i>Added value: What is the most significant source of added value for the business you have chosen?</i></p> <p><i>Entrepreneurs: What has been the most important enterprise skill required by the owner of a local business?</i></p>	
5	<p><b>Topic 1.2 Spotting a business opportunity</b></p> <p>1.2.1 Customer needs</p>	<p>Identifying and understanding customer needs:</p> <ul style="list-style-type: none"> <li>What customer needs are: price, quality, choice, convenience</li> <li>The importance of identifying and understanding customers: generating sales, business survival</li> </ul>
6-7	1.2.2 Market research	<p>The purpose of market research:</p> <ul style="list-style-type: none"> <li>To identify and understand customer needs</li> <li>To identify gaps in the market</li> <li>To reduce risk</li> <li>To inform business decisions</li> </ul> <p>Methods of market research:</p> <ul style="list-style-type: none"> <li>Primary research: survey, questionnaire, focus group, observation</li> <li>Secondary research: internet, market reports, government reports</li> <li>The use of qualitative and quantitative market research data</li> </ul> <p>The use of data in market research:</p> <ul style="list-style-type: none"> <li>Qualitative and quantitative data</li> <li>The role of social media in collecting market research data</li> <li>The importance of the reliability of market research data</li> </ul>
8	1.2.3 Market segmentation	<p>How businesses use market segmentation to target customers:</p> <ul style="list-style-type: none"> <li>Identifying market segments: location, demographics, lifestyle, income, age</li> <li>Market mapping to identify a gap in the market and the competition</li> </ul>
9	1.2.4 The competitive environment	<p>Understanding the competitive environment:</p> <ul style="list-style-type: none"> <li>Strengths and weaknesses of competitors based on: price, quality, location, product range and customer service</li> </ul>

		<ul style="list-style-type: none"> <li>The impact of competition on business decision making</li> </ul>
-	<p><b>Enhancement activity for Topic 2.</b> <i>Mini investigation into a local business for one content area, for example: market research or market mapping.</i></p> <p><i>Market research: What is the most important way that the business you have chosen could improve its collection of market research data?</i></p> <p><i>Market mapping: How useful is market mapping in helping the business you have chosen to identify the key features of its market?</i></p>	
10	<p><b>Topic 1.3 Putting a business idea into practice</b></p> <p>1.3.1 Business aims and objectives</p>	<p>What business aims and business objectives are</p> <p>Business aims and objectives when starting up:</p> <ul style="list-style-type: none"> <li>Financial aims and objectives: survival, profit, sales, market share, financial security</li> <li>Non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control</li> </ul> <p>Why business aims and objectives differ between businesses</p>
11-12	1.3.2 Business revenues, costs and profits	<p>The concept and calculation of:</p> <ul style="list-style-type: none"> <li>Revenue</li> <li>Fixed and variable costs</li> <li>Total costs</li> <li>Profit and loss</li> <li>Interest</li> <li>Break even level of output</li> <li>Margin of safety</li> </ul> <p>Interpretation of break even diagrams:</p> <ul style="list-style-type: none"> <li>The impact of changes in revenue and costs</li> <li>Break even level of output</li> <li>Margin of safety</li> <li>Profit and loss</li> </ul>
13	1.3.3 Cash and cash-flow	<p>The importance of cash to a business:</p> <ul style="list-style-type: none"> <li>To pay suppliers, overheads and employees</li> <li>To prevent business failure (insolvency)</li> <li>The difference between cash and profit</li> </ul> <p>Calculation and interpretation of cash-flow forecasts:</p> <ul style="list-style-type: none"> <li>Cash inflows</li> <li>Cash outflows</li> <li>Net cash flow</li> <li>Opening and closing balances</li> </ul>

14	1.3.4 Sources of business finance	Sources of finance for a start-up or established small business: <ul style="list-style-type: none"> <li>• Short-term sources: overdraft and trade credit</li> <li>• Long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowd funding</li> </ul>
-	<b>Enhancement activity for Topic 3.</b> <i>Mini investigation into a local business for one content area, for example: cash-flow.</i> <i>Cash-flow: To what extent is cash flow forecasting important to the survival of the business you have chosen?</i> <i>Alternatively, complete a personal finance activity, such as investigating bank accounts.</i>	
<b>Term 2</b> <b>Jan-April</b>  <b>Week</b>  1-2	<b>Topic 1.4 Making the business effective</b>  1.4.1 The options for start-up and small businesses	The concept of limited liability: <ul style="list-style-type: none"> <li>• Limited and unlimited liability</li> <li>• The implications for the business owner(s) of limited and unlimited liability</li> </ul> The types of business ownership for start-ups: <ul style="list-style-type: none"> <li>• Sole trader, partnership, private limited company</li> <li>• The advantages and disadvantages of each type of business ownership</li> </ul> The option of starting up and running a franchise operation: <ul style="list-style-type: none"> <li>• The advantages and disadvantages of franchising</li> </ul>
3	1.4.2 Business location	Factors influencing business location: <ul style="list-style-type: none"> <li>• Proximity to: market, labour, materials and competitors</li> <li>• Nature of the business activity</li> <li>• The impact of the Internet on location decisions: e-commerce and/or fixed premises</li> </ul>
4-5	1.4.3 The marketing mix	What the marketing mix is and the importance of each element: <ul style="list-style-type: none"> <li>• Price, product, promotion, place</li> </ul> How the elements of the marketing mix work together: <ul style="list-style-type: none"> <li>• Balancing the marketing mix based on the competitive environment</li> <li>• The impact of changing consumer needs on the marketing mix</li> <li>• The impact of technology on the marketing mix: e-commerce, digital communication</li> </ul>

6	1.4.4 Business plans	<p>The role and importance of a business plan:</p> <ul style="list-style-type: none"> <li>• To identify: the business idea; business aims and objectives; target market (market research); forecast revenue, cost and profit; cash-flow forecast; sources of finance; location; marketing mix</li> </ul> <p>The purpose of planning business activity:</p> <ul style="list-style-type: none"> <li>• The role and importance of a business plan in minimising risk and obtaining finance</li> </ul>
-	<p><b>Enhancement activity for Topic 4.</b> <i>Mini investigation into a local business for one content area, for example: location decisions or one element of the marketing mix.</i></p> <p><i>Location decisions: What would be the most suitable location for a small business to start-up in your local area?</i></p> <p><i>Marketing mix: What is the most important way in which the business you have chosen could improve the promotion element of its marketing mix?</i></p>	
-	Exam skills and revision	
7	<p><b>Topic 1.5 Understanding external influences on business</b></p> <p>1.5.1 Business stakeholders</p>	<p>Who business stakeholders are and their different objectives:</p> <ul style="list-style-type: none"> <li>• Shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government</li> </ul> <p>Stakeholders and businesses:</p> <ul style="list-style-type: none"> <li>• How stakeholders are affected by business activity</li> <li>• How stakeholders impact business activity</li> <li>• Possible conflicts between stakeholder groups</li> </ul>
8	1.5.2 Technology and business	<p>Different types of technology used by business:</p> <ul style="list-style-type: none"> <li>• e-commerce</li> <li>• Social media</li> <li>• Digital communication</li> <li>• Payment systems</li> </ul> <p>How technology influences business activity in terms of:</p> <ul style="list-style-type: none"> <li>• Sales</li> <li>• Costs</li> <li>• Marketing mix</li> </ul>
9	1.5.3 Legislation and business	<p>The purpose of legislation:</p> <ul style="list-style-type: none"> <li>• Principles of consumer law: quality and consumer rights</li> </ul>

		<ul style="list-style-type: none"> <li>Principles of employment law: recruitment, pay, discrimination, and health and safety</li> </ul> <p>The impact of legislation on businesses:</p> <ul style="list-style-type: none"> <li>Cost</li> <li>Consequences of meeting and not meeting these obligations</li> </ul>
10 -12  <b>And</b>  <b>Term 3</b>  <b>Apr-May</b>  <b>Week 1</b>	1.5.4 The economy and business	<p>The impact of the economic climate on businesses:</p> <ul style="list-style-type: none"> <li>unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates</li> </ul>
2-3	1.5.5 External influences	<p>The importance of external influences on business:</p> <ul style="list-style-type: none"> <li>Possible responses by the business to changes in: technology, legislation, the economic climate</li> </ul>
-	<b>Enhancement activity for Topic 5.</b> <i>Mini investigation into a local business for one content area, for example: stakeholders or the economy. Stakeholders: Who are the main stakeholders for the business you have chosen? What are their objectives and how are they different? The economy: To what extent have recent changes in the level of economic activity affected the business you have chosen?</i>	
-	<i>End of theme test and feedback</i>	
-	<ul style="list-style-type: none"> <li><i>Introduction to growing businesses. How and why do businesses grow? Overview of key features of larger businesses and introduction to global businesses.</i></li> </ul>	
7-8	<b>Topic 2.1 Growing the business</b> 2.1.1 Business growth	<p>Methods of business growth and their impact:</p> <ul style="list-style-type: none"> <li>Internal (organic) growth: new products (innovation, research and development), new markets (through changing the marketing mix or taking advantage of technology and/or expanding overseas)</li> <li>External (inorganic) growth: merger, takeover</li> </ul>



		<p>The types of business ownership for growing businesses:</p> <ul style="list-style-type: none"> <li>• Public limited company (plc)</li> </ul> <p>Sources of finance for growing and established businesses:</p> <ul style="list-style-type: none"> <li>• Internal sources: retained profit, selling assets</li> <li>• External sources: loan capital, share capital including stock market flotation (public limited companies)</li> </ul>
9	2.1.2 Changes in business aims and objectives	<p>Why business aims and objectives change as businesses evolve:</p> <ul style="list-style-type: none"> <li>• In response to: market conditions, technology, performance, legislation, internal reasons</li> </ul> <p>How business aims and objectives change as businesses evolve:</p> <ul style="list-style-type: none"> <li>• Focus on survival or growth</li> <li>• Entering or exiting markets</li> <li>• Growing or reducing the workforce</li> <li>• Increasing or decreasing product range</li> </ul>
10-11	2.1.3 Business and globalisation	<p>The impact of globalisation on businesses:</p> <ul style="list-style-type: none"> <li>• Imports: competition from overseas, buying from overseas</li> <li>• Exports: selling to overseas markets</li> <li>• Changing business locations</li> <li>• Multinationals</li> </ul> <p>Barriers to international trade:</p> <ul style="list-style-type: none"> <li>• tariffs</li> <li>• trade blocs</li> </ul> <p>How businesses compete internationally:</p> <ul style="list-style-type: none"> <li>• The use of the Internet and e-commerce</li> <li>• Changing the marketing mix to compete internationally</li> </ul>

12	2.1.4 Ethics, the environment and business	<p>The impact of ethical and environmental considerations on businesses:</p> <ul style="list-style-type: none"> <li>• How ethical considerations influence business activity: possible trade-offs between ethics and profit</li> <li>• How environmental considerations influence business activity: possible trade-offs between the environment, sustainability and profit</li> <li>• The potential impact of pressure group activity on the marketing mix</li> </ul> <p><i>End of Year 1 for Year 10 learners.</i></p>
-	<p><b>Enhancement activity for Topic 1.</b> <i>Mini investigation into one content area, for example: ethical or global.</i></p> <p><i>Global: Analyse a local business from the point of view of the challenge it faces from international competition. For example, a local record store versus Amazon or a local furniture business versus Ikea. How does it compete?</i></p> <p><i>Ethical: To what extent is its ethical stance important to a business you have chosen? Choose a business which emphasises its ethical credentials.</i></p>	
<p><b>Year 11</b></p> <p><b>Term 4</b></p> <p><b>Sep-Dec</b></p> <p><b>Week 1</b></p>	<p><b>Topic 2.2 Making marketing decisions</b></p> <p>2.2.1 Product</p>	<p>The design mix:</p> <ul style="list-style-type: none"> <li>• Function, aesthetics, cost</li> </ul> <p>The product life cycle:</p> <ul style="list-style-type: none"> <li>• The phases of the product life cycle</li> <li>• Extension strategies</li> </ul> <p>The importance to a business of differentiating a product/service</p>
2	2.2.2 Price	<p>Price:</p> <ul style="list-style-type: none"> <li>• Pricing strategies</li> <li>• Influences on pricing strategies: technology, competition, market segments, product life cycle</li> </ul>
3	2.2.3 Promotion	<p>Promotion:</p> <ul style="list-style-type: none"> <li>• Appropriate promotion strategies for different market segments: advertising, sponsorship, product trials, special offers, branding</li> <li>• The use of technology in promotion: targeted advertising online, viral</li> </ul>

		advertising via social media, e-newsletters
4	2.2.4 Place	Place: <ul style="list-style-type: none"> <li>• Methods of distribution: retailers and e-tailers (e-commerce)</li> </ul>
5	2.2.5 Using the marketing mix to make business decisions	How each element of the marketing mix can influence other elements  Using the marketing mix to build competitive advantage  How an integrated marketing mix can influence competitive advantage
-	<b>Enhancement activity for Topic 2.</b> <i>Mini investigation into one content area, for example an element of the marketing mix. Which element of the marketing mix is most important for the success of the business you have chosen to investigate?</i>	
-	<i>Exam skills and revision Topic tests and feedback End of year 2 for 3-year courses</i>	
6-7	<b>2.3 Making product decisions</b> 2.3.1 Business operations	The purpose of business operations: <ul style="list-style-type: none"> <li>• To produce goods</li> <li>• To provide services</li> </ul> Production processes: <ul style="list-style-type: none"> <li>• Different types: job, batch, flow</li> <li>• The impact of different types of production processes: keeping productivity up and costs down and allow for competitive prices</li> </ul> Impacts of technology on production: <ul style="list-style-type: none"> <li>• Balancing cost, productivity, quality and flexibility</li> </ul>
8	2.3.2 Working with suppliers	Managing stock: <ul style="list-style-type: none"> <li>• Interpretation of bar gate stock graphs</li> <li>• The use of just in time (JIT) stock control</li> </ul> The role of procurement: <ul style="list-style-type: none"> <li>• Relationships with suppliers: quality, delivery (cost, speed, reliability), availability, cost, trust</li> <li>• The impact of logistics and supply decisions on: costs, reputation, customer satisfaction</li> </ul>
9	2.3.3 Managing quality	The concept of quality and its importance in: <ul style="list-style-type: none"> <li>• The production of goods and the provision of services: quality control and quality assurance</li> </ul>

		<ul style="list-style-type: none"> <li>Allowing a business to control costs and gain a competitive advantage</li> </ul>
10	2.3.4 The sales process	<p>The sales process:</p> <ul style="list-style-type: none"> <li>Product knowledge, speed and efficiency of service, customer engagement, responses to customer feedback, post-sales service</li> </ul> <p>The importance to businesses of providing good customer service</p>
-	<p><b>Enhancement activity for Topic 3.</b> <i>Mini investigation into one content area, for example quality. Assess how quality is measured and controlled within your school. How does quality in a service sector business differ to one producing products?</i></p>	
11-12	<p><b>2.4 Making financial decisions</b> 2.4.1 Business calculations</p>	<p>The concept and calculation of:</p> <ul style="list-style-type: none"> <li>Gross profit</li> <li>Net profit</li> </ul> <p>Calculation and interpretation of:</p> <ul style="list-style-type: none"> <li>Gross profit margin</li> <li>Net profit margin</li> <li>Average rate of return</li> </ul>
13-14	2.4.2 Understanding business performance	<p>The use and interpretation of quantitative business data to support, inform and justify business decisions:</p> <ul style="list-style-type: none"> <li>Information from graphs and charts</li> <li>Financial data</li> <li>Marketing data</li> <li>Market data</li> </ul> <p>The use and limitation of financial information in:</p> <ul style="list-style-type: none"> <li>Understanding business performance</li> <li>Making business decisions</li> </ul>
-	<p><b>Enhancement activity for Topic 4.</b> <i>Finance games and practise using business data</i></p>	
<p><b>Term 5</b></p> <p><b>Jan-Apr</b></p> <p><b>Week 1-2</b></p>	<p><b>2.5 Making people decisions</b> 2.5.1 Organisational structures</p>	<p>Different organisational structures and when each are appropriate:</p> <ul style="list-style-type: none"> <li>Hierarchical and flat</li> <li>Centralised and decentralised</li> </ul> <p>The importance of effective communication:</p> <ul style="list-style-type: none"> <li>The impact of insufficient or excessive communication on efficiency and motivation</li> <li>Barriers to effective communication</li> </ul> <p>Different ways of working:</p> <ul style="list-style-type: none"> <li>Part time, full time and flexible hours</li> </ul>

		<ul style="list-style-type: none"> <li>• Permanent, temporary, and freelance contracts</li> <li>• The impact of technology on ways of working: efficiency, remote working</li> </ul>
3-4	2.5.2 Effective recruitment	<p>Different job roles and responsibilities:</p> <ul style="list-style-type: none"> <li>• Key job roles and their responsibilities: directors, senior managers, supervisors/team leaders, operational and support staff</li> </ul> <p>How businesses recruit people:</p> <ul style="list-style-type: none"> <li>• Documents: person specification and job description, application form, CV</li> <li>• Recruitment methods used to meet different business needs</li> </ul>
5	2.5.3 Effective training and development	<p>How businesses train and develop employees:</p> <ul style="list-style-type: none"> <li>• Different ways of training and developing employees: formal and informal training, self-learning, ongoing training for all employees, use of target setting and performance reviews</li> </ul> <p>Why businesses train and develop employees:</p> <ul style="list-style-type: none"> <li>• The link between training, motivation and retention</li> <li>• Retraining to use new technology</li> </ul>
6-7	2.5.4 Motivation	<p>The importance of motivation in the workplace:</p> <ul style="list-style-type: none"> <li>• Attracting employees, retaining employees, productivity</li> </ul> <p>How businesses motivate employees:</p> <ul style="list-style-type: none"> <li>• Financial methods: remuneration, bonus, commission, promotion, fringe benefits</li> <li>• Non-financial methods: job rotation, job enrichment, autonomy</li> </ul>
-	<p><b>Enhancement activity for Topic 5.</b> <i>Mini investigation into one content area, for example recruitment. Design a recruitment pack for a business, imagining that is looking to recruit a new employee. Pack to include - job description, person specification, job advert, application form, interview questions. This could be a business students might look to work for part-time, such as a supermarket chain. Inviting a representative from the business into school to set the scene and the context would add to the reality of this exercise.</i></p>	
8-12	Exam skills and exam preparation	

<b>Term</b> <b>6</b>	Revision and final exam preparation
<b>Apr –</b> <b>May</b>	
<b>Week</b>	
1-6	