

Introduction

Students in Year 9 work towards a level one qualification: Introduction to Business which provides a foundation for them to build upon for the GCSE Business Studies.

Qualification aims and objectives

The aims and objectives of this qualification are to enable students to:

- know and understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society
- apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts
- develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen, and draw on evidence to make informed business decisions and solve business problems
- develop as effective and independent students, and as critical and reflective thinkers with enquiring minds
- use an enquiring, critical approach to make informed judgements
- investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth of understanding of business
- develop and apply quantitative skills relevant to business, including using and interpreting data.

Business contexts

Through studying this qualification students will:

- apply knowledge and understanding to different business contexts. These include businesses ranging from small enterprises to large multinationals and businesses operating in local, national and global contexts
- develop an understanding of how these contexts impact on business behaviour
- use business terminology to identify and explain business activity
- apply business concepts to familiar and unfamiliar contexts.

Business decision making

Through studying this qualification students will:

- apply knowledge and understanding to business decision making, including: o the interdependent nature of business activity, influences on business, business operations, finance, marketing and human resources; and how these interdependencies underpin business decision making o how different business contexts affect business decisions to the use and limitation of quantitative and qualitative data in making business decisions
- develop problem-solving and decision-making skills relevant to business
- investigate, analyse and evaluate business opportunities and issues
- make justified decisions using both qualitative and quantitative data, including its selection, interpretation, analysis and evaluation, and the application of appropriate quantitative skills.

Topics covered in each year group

Year 9 Level One: Introduction to Business

Topics covered:

Branding a Product
Developing a Progression Plan

PROGRAM OF STUDY

Autumn Term 1

Definitions of branding, logo and strapline
Consideration of target market
Consideration of design

Autumn Term 2

Assessment portfolio work – creating a brand
Assessment portfolio work – producing a presentation
Benefits and purpose of developing a progression plan
Finding out about progression opportunities
Setting a progression goal

Spring Term 1

General Business Studies Concepts:
Sectors of production
Business Functions
Added Value

Spring Term 2

Assessment portfolio work – producing a presentation

Summer Term 1

Identifying the skills and behaviours needed to meet progression goal
Reviewing own skills and behaviours against progression goal

Summer Term 2

Creating a progression plan
Sources of information about progression opportunities and requirements
Producing a progression plan – assessment portfolio work

Year 10 Edexcel GCSE Business Studies

Topics covered:

THEME ONE: INVESTIGATING SMALL BUSINESS

Topic 1.1 Enterprise and entrepreneurship
Topic 1.2 Spotting a business opportunity
Topic 1.3 Putting a business idea into practice
Topic 1.4 Making the business effective
Topic 1.5 Understanding external influences on business

THEME TWO: BUILDING A BUSINESS

Topic 2.1 Growing the business
Topic 2.2 Making marketing decisions
Topic 2.3 Making operational decisions
Topic 2.4 Making financial decisions

Topic 2.5 Making human resource decisions

PROGRAM OF STUDY

Topics will be covered based on the following timescale:

Autumn Term 1

Dynamic Nature of Business
Risks and Rewards
Enterprise and Entrepreneurship
Customer Needs
Market Research
Market segmentation and mapping

Autumn Term 2

Competitive environment
Aims and Objectives
Franchising
Business Ownership and Liability

Spring Term 1

Business Location
Sales Revenue,
Costs and Profit
Marketing Mix
Business Planning
Stakeholders

Spring Term 2

Sources of Finance
Cashflow
Customer Satisfaction

Summer Term 1

Technology and Business
Breakeven
External Influences:
The Business Cycle

Summer Term 2

External Influences:
Employment and Tax
Interest Rates
Exchange Rates
Inflation and income levels

Year 11 Edexcel GCSE Business Studies

Autumn Term 1

Business Growth
Financing Growth
Changes in Aims and Objectives
Globalisation
International Trade

Autumn Term 2

Ethics

The Environment
Product and the
Product Life Cycle
The Design Mix
Pricing Strategies
Promotion
Place

Spring Term 1

Production and operations
Stock Control
Procurement and Suppliers

Spring Term 2

Quality
Organisational Structures
Communication
Different ways of working
Recruitment and Selection
Training and Motivation
Remuneration

Summer Term 1

Assessment Activities

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