

Intent	
<p>At The Whitehaven Academy in Year 10 GCSE Business the aim is to give students a good understanding of what a business is and how businesses operate with a particular focus on influences on business, business operations and human resources. Students demonstrate their knowledge of topics by responding to shorter knowledge questions. They also demonstrate a thorough understanding of topics by applying their knowledge of business to exam case study questions where they are given business scenarios and follow up questions that require them to analyse their points and support their decisions.</p>	
Implementation	Impact
<p>The first topic that the students learn about is Business in the real world. In this topic students learn about what a business is, the purpose of businesses, types of business ownership, aims and objectives of businesses, the meaning of the word 'stakeholder' and examples, the influences that affect a business location, business plans and how businesses expand.</p> <p>In the second topic Influences on business students learn about external factors that affect businesses including technology, ethical and environmental considerations, the economic climate, globalisation, legislation and competition.</p> <p>Business operations is then studied where students learn about production processes, the role of procurement, the concept of quality and customer service.</p> <p>Finally students learn about Human resources. This includes learning about organisational structures, how employees are recruited, methods used to motivate workers and training methods provided.</p> <p>The students learn by watching video clips, creating mind maps and diagrams, completing quick questions and case study questions and doing paired and group activities.</p>	<p>By the end of the year students will be able to :</p> <ul style="list-style-type: none"> ▪ Describe the purpose of a business and the reasons for starting a business ▪ Describe the difference between goods and services and needs and wants ▪ Describe the 4 factors of production ▪ Define the term 'opportunity cost' ▪ Define the three business sectors and give examples of businesses in each of them ▪ Define the terms enterprise and entrepreneur and state the characteristics of entrepreneurs ▪ Outline the objectives of entrepreneurs ▪ Explain why businesses face a constantly changing business environment ▪ Describe the different types of business ownership including the advantages and disadvantages of each one ▪ Evaluate which type of ownership would be appropriate for a variety of business examples ▪ Describe the main aims and objectives of businesses and how they differ for different sized businesses ▪ Describe how the success of a business can be measured ▪ Define the term stakeholder, give examples and describe the objectives of stakeholders ▪ Describe the factors influencing the location of a business

During this key stage the following aims will be met:

- Students will deepen their knowledge and understanding of what a business is
- Students will know and understand the external influences on businesses
- Students will gain a good understanding of the functions of the operations department in a business
- Students will gain a good understanding of the functions of the human resources department
- Students will be able to apply their knowledge to make informed decisions
- Students will be able to justify decisions made in longer exam questions and base their decisions on thorough analysis of the options

- Define the term 'business plan', identify the sections of a business plan and analyse the reasons for creating a business plan.
- Describe different methods of expansion and the advantages and disadvantages of them including the terms 'economies' and 'diseconomies of scale'
- Describe the different influences on a business
- Describe methods of production and techniques used to make production more efficient
- Describe stock control methods and identify when each method would be appropriate
- Analyse the factors influencing choice of suppliers and the effects of procurement and logistics on businesses
- Describe methods to maintain quality and the benefits of them
- Describe methods used to provide good customer service
- Define the term organisational structure and describe the different types of organisational structure
- State and describe the stages of the recruitment process and describe the different methods of selection that can be used
- State and describe a range of methods that can be used to motivate employees
- State and describe a range of training methods that businesses can use and the advantages and disadvantages of them.
- Apply their knowledge of all topics learned to different types of exam question, both knowledge questions and case study questions where analysis and evaluation are assessed.

Key knowledge and skills Cross Curricular

English:

Reading

Students read case studies about businesses and answer questions to check their comprehension.

Writing

Students should write accurately, fluently, effectively and at length through:

- applying their knowledge of topics to exam answers
- supporting ideas and arguments
- justifying decisions in longer answer questions
- applying their growing knowledge of vocabulary, grammar and text structure to their writing and selecting the appropriate form;

Students should be taught to plan, draft, edit and proof-read through by:

- carefully planning the structure of their longer answer responses
- paying attention to accurate grammar, punctuation and spelling

Grammar and vocabulary

Students should be taught to consolidate and build on their knowledge of grammar and vocabulary through:

- using Standard English confidently in their own writing and speech;

Spoken English

Students should be taught to speak confidently and effectively, including through:

- reading aloud from the textbook and other materials in lessons
- verbally sharing their responses with the class;
- verbally recommending solutions to business problems in pairs/groups

Mathematics

Number

Students are taught to:

- calculate percentages
- calculate fixed, variable and total costs using addition and multiplication
- calculate total revenue, total costs and profit/loss using addition, subtraction and multiplication

Science:

Students learn about environmental and ethical factors that affect businesses. Within the influences on business section the students learn about the importance of businesses being ethical. This includes the use of animal testing by businesses. They also learn about the impact on the environment of traffic congestion, disposal of waste and noise and air pollution. The trade-off between sustainability and profit is also studied.

PSHE:

Students learn about environmental and ethical factors that affect businesses.

Students learn about interest rates and how they affect consumers.

Year 11

Intent	
<p>At The Whitehaven Academy in Year 11 GCSE Business the aim is to give students a good understanding of the functions of the marketing and finance departments in a business. They also complete a range of past exam papers where they are assessed on all content covered in Years 10 and 11. Students demonstrate their knowledge of topics by responding to shorter knowledge questions. They also demonstrate a thorough understanding of topics by applying their knowledge of business to exam case study questions where they are given business scenarios and follow up questions that require them to analyse their points and support their decisions.</p>	
Implementation	Impact
<p>The first topic that the students learn about is Marketing. In this topic students learn about the importance of identifying and satisfying consumer needs, types of market segmentation, the purpose and methods of market research and the elements of the marketing mix.</p> <p>The second topic is Finance where students learn about sources of finance, cash flow, financial terms and calculations, income statements and the statement of financial position and how to interpret accounts.</p> <p>The students complete past exam papers which are assessed using the mark schemes. They then improve responses based on feedback.</p> <p>The students learn by watching video clips, creating mind maps and diagrams, completing quick questions and case study questions and doing paired and group activities.</p> <p><u>During this key stage the following aims will be met:</u></p> <ul style="list-style-type: none"> ▪ Students will understand how businesses meet the needs of their consumers using market research ▪ Students will understand how businesses use market segmentation and effective marketing strategies to market their products effectively ▪ Students will know what sources of finance a business can avail of 	<p>By the end of the year students will be able to :</p> <ul style="list-style-type: none"> ▪ Explain about the importance of identifying and satisfying consumer needs ▪ Define the term market segmentation and describe different methods of market segmentation ▪ Define the term market research and explain the purpose of it ▪ Describe a range of methods of primary and secondary research, identifying the benefits and drawbacks of each ▪ Demonstrate a comprehensive understanding of the four elements of the marketing mix ▪ Define and describe a range of sources of finance that a business can avail of ▪ Define the key terms relating to cash flow and interpret cash flow statements and forecasts offering solutions to cash flow problems ▪ Calculate break-even and evaluate the value of using break-even analysis ▪ Calculate the average rate of return ▪ Describe the components of financial statements and interpret them

- Students will be able to calculate break-even and the average rate of return
- Students will be able to interpret cash flow forecasts and statement
- Students will know the components of financial accounts and how to interpret them
- Students will be able to apply their knowledge to make informed decisions
- Students will be able to justify decisions made in longer exam questions and base their decisions on thorough analysis of the options

Key knowledge and skills Cross Curricular

English:

Reading

Students read case studies about businesses and answer questions to check their comprehension.

Writing

Students should write accurately, fluently, effectively and at length through:

- applying their knowledge of topics to exam answers
- supporting ideas and arguments
- justifying decisions in longer answer questions
- applying their growing knowledge of vocabulary, grammar and text structure to their writing and selecting the appropriate form;

Students should be taught to plan, draft, edit and proof-read through by:

- carefully planning the structure of their longer answer responses
- paying attention to accurate grammar, punctuation and spelling

Grammar and vocabulary

Students should be taught to consolidate and build on their knowledge of grammar and vocabulary through:

- using Standard English confidently in their own writing and speech;

Spoken English

Students should be taught to speak confidently and effectively, including through:

- reading aloud from the textbook and other materials in lessons
- verbally sharing their responses with the class;
- verbally recommending solutions to business problems in pairs/groups

Mathematics

Number

Students are taught to:

- calculate the average rate of return
- calculate percentages when doing profitability ratios
- use a formula to calculate break-even

Science:

Students learn about how unethical practices such as animal testing and pollution can affect the reputation of a business.

PSHE:

Students learn about environmental and ethical factors that affect marketing activities businesses.

Students learn about the pros and cons of different sources of finance.