GCSE Business Studies Learning Journey

Ways of working

part-time, full-time and flexible hours

efficiency, remote working

The impact of logistics and supply

decisions on

Cost

quality 4

reliability)

availability

delivery (cost, speed,

Public Limited

Companies

Factors influencing business

location

What the marketing mix is

and the importance of each

element [Price, Place,

research

Promotion and Product]

Market

Labour

Materials •

The purpose, methods and use of market

Good and bad points of market research

Primary and secondary

Use of social media.

Qualitative and quantitative.

Reputation

Customer

permanent, temporary, and freelance contracts

the impact of technology on ways of working:

Curriculum intent: The aim of the Business studies curriculum is to equip students with the appropriate knowledge and skills needed to develop their employability and identify business problems and opportunities.



Exam & Post - 16 **Destination**

Justify - 9 Marks

You will be given two choices/options. You can access full marks by just talking about one choice but to access top marks your answer must be balanced, have application and Discuss - 6 Marks a conclusion

Use business context and 5 linked strands of development. 1st paragraph: give a judgement e.g. advantages and 2 reasons why

2nd paragraph: give an opposing judgement to the chosen option (not of the other option) e.g. disadvantages and 2

3rd paragraph: conclusion but... it depends on...

5 linked strands of development Can provide one or two impacts/benefits/reasons/ drawbacks and then 5 linked strands of development in total (e.g. 3 strands for one impact and 2 strands for the other) Does not require any evaluation.

Explain - 3 Marks ONE benefit/ impact/ method and then two linked strands of development. Non-context.

Calculate - 2 Marks No marks for formula. Formula are not given; you must learn them. If a decimal answer, round to 2 decimal places if needed

How businesses motivate employees:

financial methods:

remuneration

bonus

fringe benefits non-financial methods:

job enrichment

Why businesses train and

the link between

and retention

technology

Pricing

training, motivation

retraining to use new

Pricing strategies

• Penetration

Premium

Economy

· Cost-plus

Competito

Psychological

Place Methods of

Price skimming

distribution:

retailers and

e-tailers

commerce)

develop employees:

REVISION OF THEME I CONCEPTS AND EXAM TECHNIQUE 👫

Analyse - 6 Marks

Use context and AJIM. An

extended explain question. 5

linked strands of development.

2.5 MAKING HUMAN RESOURCE DECISIONS

supervisors/team leaders

Impacts of

technology

production

selling assets]

Internal (organic) growth

markets

Competitors

The internet

MAKING THE BUSINESS EFFECTIVE

Government policy

through new products and new

External growth through merger

Types of business ownership

Private limited company

Good and bad points of each

age

Sole trader

Partnership

operational and support staff

directors

Managing stock

graphs

MAKING OPERATIONAL DECISIONS

just in time

(JIT) stock

bar gate stock

Evaluate - 12 Marks

A decision needs to be made in this answer.

Use business context and 5 linked strands of development.

Assessment

1st/2nd paragraph: 1 or 2 advantages identified with 2/3 reasons why. 3rd/4th paragraph: 1 or 2 disadvantages identified with 2/3 reasons why

Organisational

hierarchical and

centralised and

decentralised

Communication

Good customer service

service

Product knowledge

Speed and efficient

Post-sales service

Customer engagement

Customer engagement

and quality

assurance

Year 10 internal Exam

END OF

THEME I

Year 10 work experience

week and debrief

Digital communication

Payment systems

How technology impacts

E-commerce

Social media

on business

1.4

Assessment

the impact of insufficient or excessive

barriers to effective communication

communication on efficiency and motivation

Assessment Quality control Procurement: working with

structures

5th paragraph: Conclusion BUT... it depends on...

The use and limitations of financial

information in: understanding

business performance

making business decisions

The use and

interpretation of 1 quantitative business data to support, inform and justify business information

from graphs and charts financial data

marketing data market data

Business calculations The concept and calculation of: gross profit

net profit

Calculation and interpretation of: gross profit margin

net profit margin average rate of

return

The impact of the economic climate on businesses Unemployment

Changing income Inflation

Changes in exchange rates

Changes in interest rates Government taxation

The impact of

legislation on business Consumer

[Consumer Rights Act and The Trade Descriptions

> Act] Employer Law [Equality Act, Health and Safety at

Work]

Who business stakeholders are and their different

objectives? Shareholders

Employees Customers Suppliers

Local community

Pressure Groups Government

The role of business enterprise and the 2 4 5 purpose of business activity @ D mi produce goods or services

meet customer needs

add value: convenience, branding

quality, design, USP

YEAR

Famous

Entrepreneurs

Risk: business failure, financial loss, lack of security Reward: business success, profit, independence

I.I ENTERPRISE AND **ENTREPRENEURSHIP**

Why and how new businesses

come about

Corporate

choice, convenience]

End of unit Recruitment

assessment and training

Identifying and

understanding

customer needs

[price, quality,

The Marketing Types of business Mix



ownership



Market mapping to

identify a gap in the

competition

Year 8 Parents'

Evening

competitive environment Strengths and weaknesses of competitors based on price. quality, location, product range and customer service

Understanding the

Options

booklet





TASTER CONTENT

Market Customers mapping and needs and Developing a responsibility segmentation









Business options assembly

Year 8 Reports to **Parents**



promotion

job rotation

autonomy

motivation in the attracting employees

employees productivity

The importance of

workplace

retaining

Different job roles and responsibilities: Different ways of training and developing employees: key job roles and their responsibilities: formal and informal training self-learning senior managers

The impact of

different types

of production

process

Production

processes (Job

Batch, Flow)

Sources of finance for growing

and established businesses

Internal [retained profit and

External [loan and share

METHODS

What is a franchise?

franchising

Good and bad points of

How businesses use market

customers based on location,

demographics, lifestyle, income,

segmentation to target

1.2 SPOTTING A BUSINESS OPPORTUNITY

What is

limited and

unlimited

liability?

Outline - 2 Marks

How businesses recruit people:

application form

documents:

One benefit/ impact/ method with one

linked strand of development. Written in

person specification and job description

needs (internal and external recruitment)

recruitment methods used to meet different business

ongoing training for all employees use of target setting and performance reviews

Using the marketing

mix to make business decisions

2.2

Assessment

YEAR 11

MOCKS

sponsorship product trials special offers branding

2.2 MAKING

Promotion strategies

advertising

<u>Product</u> The Design Mix (Aesthetics, Costs and Function) Product Life Cycle

changing business locations multinationals

overseas, buying from overseas

imports: competition from

exports: selling to overseas

Business and globalisation:

Why business aims and objectives change

legislation

internal reasons

Kev 1.3 formula

Revenue = price x quantity sold

borrowed amount X 100

Profit = total revenue - total costs

in response to:

technology

performance

market conditions

YEAR

1.1 and 1.2

Assessment



Extension strategies

Assessmen

Barriers to

tariffs

international trade

trade blocs

GROWTH

Ethics, the environment and how they impact

on business The role of pressure groups on business decisions

Total costs = fixed costs + variable costs Gross Profit = revenue - cost of goods sold

To pay

To pay

employees

overheads

To prevent

insolvency

Retained profit

Crowd funding

Personal savings

Venture capital

Share capital

Long term

Net profit = Gross profit - expenses (Total repayment – borrowed amount) Break-even = fixed costs ÷ selling price - variable costs

Margin of Safety = Actual sales - break-even sales

Assessment Business revenues, fixed and variable costs and profits <mark>The im</mark>portance of cash & cash flow

[including break even and margin of safety]

Internal and external sources of finance Short term Overdraft

Trade credit

financial security

1.3 PUTTING A BUSINESS **IDEA INTO PRACTICE**

What are business aims and objectives Financial: survival, profit, sales, market share,

Non-financial: social objectives, personal satisfaction, challenge, independence and control.





























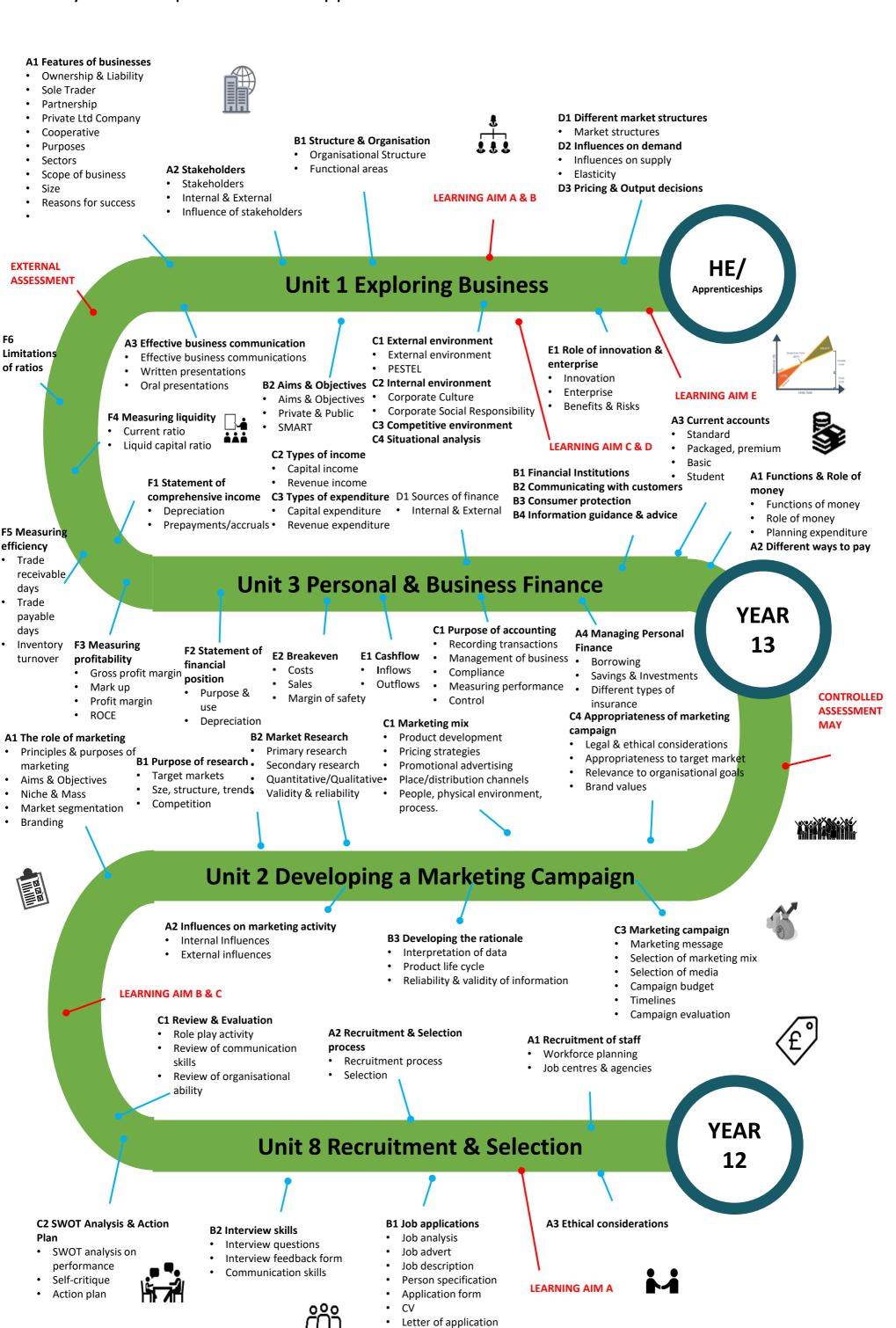




BTEC Level 3 Extended Certificate in Business Learning Journey



Curriculum intent: The aim of the Business studies curriculum is to equip students with the appropriate knowledge and skills needed to develop their employability and identify business problems and opportunities.



BTEC Level 3 Diploma in Business Learning Journey

CONTROLLED

ASSESSMENT



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Unit 6 Principles of Management

Unit 1 Exploring Business

PESTEL

B2 Aims & Objectives C2 Internal environment

C1 External environment

Corporate Culture

External environment



F1 Quality standards

F2 Developing a quality culture • F3 Techniques & tools of management

F4 Benefits of quality management

E1 Managing change Internal & external

Stakeholders

Leadership styles **B2** Management & leadership

B1 Management &

A1 Management & Leadership A2 Functions of management & leadership **A3** Business culture

nternational

Business

A2 Financing

LEARNING AIM E

Standard

A3 Current accounts

of credit, export



- A1 Features of businesses Ownership & Liability
- Sole Trader Partnership
- Private Ltd Company
- Cooperative **Purposes**

F6 Limitations

of ratios

- Sectors
- Scope of business
- Reasons for success
- **EXTERNAL ASSESSMENT**

A2 Stakeholders Stakeholders

Internal & External Influence of stakeholders

A3 Effective business communication

Written presentations

Oral presentations

F1 Statement of

Depreciation

comprehensive income

Prepayments/accruals .

F4 Measuring liquidity

Liquid capital ratio

Current ratio

Effective business communications

D4 Performance Appraisal B1 Structure & Organisation

D1 Motivation

requirements

Organisational Structure

LEARNING AIM A & B

Aims & Objectives .

Private & Public

Capital income

Revenue income

Capital expenditure

Revenue expenditure

SMART

D2 Techniques to meet skills

D3 Training & Development

C1 Human Resources

C2 Human Resource Planning

D1 Different market structures

Market structures D2 Influences on demand

Influences on supply

Elasticity

D3 Pricing & Output decisions

LEARNING AIM C & D

B3 Barriers to international business

C1 External influences **C2 Support systems D1** Cultural factors

A1 International business

D2 Impact of cultural factors

- Types of business activity
- Reasons for operating internationally
- Choice of markets

LEARNING AIM E

E1 Strategies for operating internationally **E2** Resources

considerations Capital costs, revenue costs, expertise, training

organisational structure.

LEARNING AIM A & B

B1 Globalisations B2 International trading blocs

- WTO
- **Custom unions**
- Free trade Prepayments, letters

A3 Support for credits, bank loans International business

- Agencies
- Types of support

Unit 3 Personal & Business Finance

Trade receivable days

Trade payable days

F5 Measuring

efficiency

- Inventory turnover F3 Measuring
- profitability Gross profit
 - margin Mark up
 - Profit margin
- A1 The role of marketing
- Principles & purposes of B1 Purpose of research marketing
- Niche & Mass

LEARNING

AIM C

- Branding
- Aims & Objectives Market segmentation
- financial position Purpose & use

F2 Statement of

- Depreciation

- Sze, structure, trends
- Competition

Target markets

- Secondary research
- Validity & reliability

Inflows

- Costs Sales Outflows
- Margin of safety

E2 Breakeven E1 Cashflow

- Primary research
- Quantitative/Qualitative.
- **B2 Market Research**

C3 Competitive environment C2 Types of income C4 Situational analysis

D1 Sources of finance C3 Types of expenditure

Internal & External

C1 Purpose of accounting

Compliance

Product development

Promotional advertising

Place/distribution channels

Pricing strategies

Control

C1 Marketing mix

Recording transactions

Management of business

Measuring performance

Innovation Enterprise

E1 Role of innovation &

- Benefits & Risks
- **Corporate Social Responsibility** LEARNING AIM C & D

enterprise

- **B1** Financial Institutions
- **B2** Communicating with customers Student **B3** Consumer protection

Borrowing

B4 Information guidance & advice

Packaged, premium Basic A1 Functions & Role of money Functions of money

- Role of money
- Planning expenditure

Different types of insurance C4 Appropriateness of marketing

Legal & ethical considerations

A4 Managing Personal Finance

Savings & Investments

- Appropriateness to target market
- Relevance to organisational goals
- People, physical environment, process.

YEAR

13

CONTROLLED ASSESSMENT MAY



Unit 2 Developing a Marketing Campaign

A2 Influences on marketing activity

- Internal Influences
- External influences
- C1 Customer service skills & behaviours C2 Dealing with customer service requests & complaints

LEARNING AIM A & B

B1 Job applications

Job analysis

Job advert

CV

YEAR

12

A1 Recruitment of staff

Workforce planning

Job centres & agencies

Job description

Application form

Person specification

Letter of application

A2 Recruitment &

Selection process

Selection

considerations

A3 Ethical

C3 Skills audit &

development plan

B3 Developing the rationale

performance

relationships

regulations

- Interpretation of data Product life cycle
 - Reliability & validity of

B2 Indicators in improved

information

B1 Monitoring & evaluating customer

A4 Customer Service legislation &

C2 SWOT Analysis & Action

SWOT analysis on

performance

Self-critique

Action plan

C3 Marketing campaign, Marketing message

- Selection of marketing mix
- Selection of media
- Campaign budget **Timelines**

A1 Customer service in

satisfaction

C1 Review & Evaluation

Review of communication

Review of organisational

Role play activity

Different approaches

business

Unit 14 Investigating Customer Service

A3 Benefits of building customer A2 Customer expectations &

Roles

Campaign evaluation

Internal & external customers

LEARNING

AIM B & C

Customer complaints

Customer expectations

LEARNING AIM

Event

communication, negotiation, time management, problem solving, team working, analysis of own

C1 Planning tools

Gantt charts

Critical path

Online planning

LEARNING AIM

analysis

Organisational, A&B

Problem solving, Time

A2 Skills needed

Management,

Communication,

Negotiation,

Interpersonal

management,

employability,

E2 Review of skills the event Contracts for

D1 Management of

venue, Marketing of event, customer service, H&S, communication, monitoring procedures, attendee evaluation.

Manag

event

4

- Customer service issues

Aims & objectives,

budget, resources, venue, catering, legal constraints, team workings, insurance, communication & contingency planning.

B2 Success Factors

- event ideas
- Aims &
- Constraints
- **B1** Different types of
 - Sport events
 - Entertainment
- ooo A1 Tasks to be completed by an organiser **B2** Interview skills Recruitment process Interview questions

Unit 8 Recruitment & Selection

- Interview feedback form Communication skills **LEARNING AIM A**
- Organising Legal requirements

 - Organisational procedures
- Observation Questionnaire
 - Appraisal

A3 Audit collection

Likert scale

Semantic scale

A2 Different ways to pay

D2 Problem solving Contingency plan

H&S issues

C2 Factors to consider

Mind map

- Purpose of event
- Objectives
- Success factors
- **Business events**
- Celebrations Social enterprise
- events

OCR Enterprise & Marketing Learning Journey



Curriculum intent: The aim of the Enterprise & Marketing curriculum is to equip with the appropriate knowledge and skills needed to develop their employability and identify business problems and opportunities.

1.3 Drawbacks for risk taking

- Financial
- Health/wellbeing •
- Work-life balance •
- Personal
- Relationships

1.2 Rewards

- for risk taking
- **Financial**
- Independen
- Selfsatisfaction Making a
- difference

YEAR

11

2.1 Purpose of market research

- To reduce risk
- Aid decision making Understand the market •
- Gain customer views
- Inform product development

successful

entrepreneurs

Creativity

Innovation

Risk-taking

Negotiation

Confidence

Determination

Communication

- 2. 3 Secondary market research sources
- Internet 2.5 Market ${\it Competitors\ data}_{\it segmentation}$
- **Books**
- Age Mintel Income Government Gender
- publications, etc . 2.4 Types of data
- Quantitative
- Qualitative
- 4.1 Marketing mix
- Product, price, promotion, place
- 4.2 How the marketing mix works 4.9 Pricing together

3.1 Costs

total

3.2 Revenue

3.3 Profit/loss

3.4 Break-even

3.5 Importance of

Fixed, variable,

- 4.3 Advertising
- Digital
- Non-digital
- - Advertising, price changes, adding 5.2 Sources of capital value, new markets, new packaging

4.8 Extension

strategies

- 4.10 Pricing strategies
- Competitive
- Psychological **Price Skimming**
- Price penetration

5.1 Ownership

Sole trader, partnership, Ltd, franchise

Own savings, friends & family,

loans. crowdfunding, grants, business angels.

5.3 Support for enterprise

Finance providers, accountants, solicitors, government, charities.



Unit R067 Enterprise & Marketing concepts

2.6 Benefits of market 2.2 Primary research segmentation

- Observations
- 1.1 Characteristics of Questionnaires Focus groups
 - Consumer trials
 - Test marketing

objectives

4.2.1 Compare the outcomes

of the pitch with the initial

What could have been

What went well

improved

Customer needs are

Occupation

Location

Lifestyle

- Increased profits
- Targeted marketing **Customer retention**
- Increase in market share

3.4 Deliver a professional pitch

- **Preparing**
- Practicing Memorising
- **Timing**
- Responding to questions

3.2 Development of personal &

4.4 Sales promotions

4.6 Selling goods

Physical

Digital

- presentation skills Verbal skills
- Non-verbal skills
- Use of notes/cues/pitch script
- Time management

Further Education

4.5 Public relations 4.7 Product life cycle

Development

- Introduction
- Growth
- 3.1 Considerations when planning a pitch

Pitch objectives

- Audience
- Venue
- Media/Materials Personal appearance
- Structure of the pitch
- Visual aids

REVIEW BRAND PROPOSAL PROMOTIONAL CAMPAIGN & PROFESSIONAL PITCH

5.1.1 Risks & challenges

Lack of business expertise

Overestimating demand

External factors

Competitors

Making a loss

Overspending

4.1 Calculate costs, revenue break even &

Variable costs

Proposed price

Total costs

Revenue

Break-even

Total profit

Profit per unit

profit

TOPIC AREA

4 REVIEW

VIABILITY

4.2.2 Review of personal presentation skills

- Communication skills
- Professionalism
- Ability to answer questions from the audience

challenges

4.3 Review financial

Likelihood of

breaking even

5.1.2 Overcoming risks &

Experienced advisors

Contingency planning

Detailed research

Training courses

4.1 Review a brand Brand identity

- Promotional campaign
- **Promotional materials**

THE LIKELY SUCCESS OF

- **Developments**
- Recommendations

TOPIC AREA 3

PROPOSAL

PLAN & PITCH A

TOPIC AREA 5 REVIEW

YEAR

10

- THE BUSINESS **PROPOSAL**

1.1. What is a brand?

Brand image

- **Customer loyalty**

Respond to feedback

practice pitch

Support peers

3.3 Benefits of using a

1.2 Why is branding used

- Trust
- Recognition Product image
- Differentiation
- Adding value

- brands
- Strengths
- Weaknesses
- How the product proposal

2.1.2 Plan for a promotional campaign

TOPIC AREA 2 CREATE A

PROMOTINAL

CAMPAIGN

- Timeframe Review phase
- KPI's

other 1.4.1 Researching competing

2.1.3 Promotional materials

Appropriate for proposal

Appropriate for customer

Complementary to each

- Unique selling point
- differs to those brands

usiness proposa 2.1 Objectives of a promotional campaign

- Raise awareness
 - Differentiate
 - Create a market presence
- Increase market

share

TOPIC AREA 1

BRAND IDNTITY

DEVELOP A

Likelihood to make a profit

viability

- 4.2 Pricing strategy
- Competitive pricing
- Price penetration

TOPIC AREA 3

PROPOSAL

DEVELOP A PRODUCT

Price Skimming Psychological pricing

3.2.2 Finalise a design after feedback

Modifying the product



- 3.1 Creating a design mix Function

 - Aesthetics USP
 - Economic manufacture price, added value, costs

Brand personality Logo Brand identity

Brand name

Unit R069

1.3 Branding Methods

- Sound/jingle Strapline
- Characters Celebrity

TOPIC AREA 1 MARKET RESEARCH

endorsement

1.2 Review the results of market research

- Methods of collecting data
- Methods of presenting data

1.1.2 Sampling methods

1.4.2 Opportunities & Threats

in the external environment

- Cluster Convenience
- Random Quota

Economic

Technological

Social

Ethical



Unit R068 Design a business proposal

3.2.1 Review designs for a product proposal

- Self-assessment
- discussions, telephone survey, focus groups, surveys

2.1 Build a customer profile

Market segmentation: age, gender, occupation, income, lifestyle, location

TOPIC AREA 2 HOW TO IDENTIFY

1.1.3 Market research tools

- Primary tools: observation,

 1.1.1 Market Research focus groups, consumer trials, test marketing Secondary tools: data
- Secondary market research sources: competitors data, books, Mintel, government publications, etc

collection, spreadsheets

YEAR 9

- Primary research
- Secondary Research Qualitative
- Quantitative

- Gain feedback peer
 - A CUSTOMER PROFILE