Cornwallis Academy
Ambitions for All

SMILE
SUCCESSFUL | MOTIVATED | INSPIRED | LEARNING | EXCITED & ENGAGED

Year 11 GCSE Business

Theme 2 – Topic 2.1 Growing the business

Learning Objectives

- Business growth
- Changes in business aims and objectives
- Business and globalisation
- Ethics, the environment and business

What previous knowledge is required?

Theme 1 comprises five topic areas.

● Topic 1.1 Enterprise and entrepreneurship – students are introduced to the dynamic nature of business in relation to how and why business ideas come about. They also explore the impact of risk and reward on business activity and the role of entrepreneurship.

● Topic 1.2 Spotting a business opportunity – students will explore how new and small businesses identify opportunities through understanding customer needs and conducting market research. They will also focus on understanding the competition.

● Topic 1.3 Putting a business idea into practice – this topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects.

● Topic 1.4 Making the business effective – students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.

● Topic 1.5 Understanding external influences on business – students are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. Students will explore how businesses respond to these influences.

How will this term's content help with future learning?

Students will be assessed at the end of each topic to assess retention, application and understanding and in addition they will randomly be tested on Theme 1 topics. There will be a PPE in November on the full Theme 1 and 2 content, with the students sitting both papers at the end of Year 11 during the GCSE exam series.

National Curriculum / Specification

Methods of business growth and their impact:

- 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)
- external (inorganic) growth: merger, takeover.

The types of business ownership for growing businesses:

- public limited company (plc)

Sources of finance for growing and established businesses:

- internal sources: retained profit, selling assets
- external sources: loan capital, share capital, including stock market flotation (public limited companies).

Why business aims and objectives change as businesses evolve:

- in response to: market conditions, technology, performance, legislation, internal reasons.

How business aims and objectives change as businesses evolve:

- focus on survival or growth
- entering or exiting markets
- growing or reducing the workforce
- increasing or decreasing product range.

The impact of globalisation on businesses:

- imports: competition from overseas, buying from overseas
- exports: selling to overseas markets
- changing business locations
- multinationals.

Barriers to international trade:

- tariffs
- trade blocs.

How businesses compete internationally:

- the use of the internet and e-commerce
- changing the marketing mix to compete internationally.

The impact of ethical and environmental considerations on businesses:

- how ethical considerations influence business activity: possible trade-offs between ethics and profit
- how environmental considerations influence business activity: possible trade-offs between the environment, sustainability and profit
- the potential impact of pressure group activity on the marketing mix.

Topic 2.2 Making marketing decisions

Learning Objectives

- Product
- Prices
- Promotion
- Place
- Using the marketing mix to make business decisions

What previous knowledge is required?

Topic 2.1 Growing the business – students are introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.

How will this term's content help with future learning?

Students will be assessed at the end of each topic to assess retention, application and understanding and in addition they will randomly be tested on Theme 1 topics. There will be a PPE in November on the full Theme 1 and 2 content, with the students sitting both papers at the end of Year 11 during the GCSE exam series.

National Curriculum / Specification

The design mix:

- function, aesthetics, cost.

The product life cycle:

- the phases of the product life cycle
- extension strategies.

The importance to a business of differentiating a product/service.

Price

- pricing strategies
- influences on pricing strategies: technology, competition, market segments, product life cycle.

Promotion:

- appropriate promotion strategies for different market segments: advertising, sponsorship, product trials, special offers, branding
- the use of technology in promotion: targeted advertising online, viral advertising via social media, e-newsletters.

Place:

- methods of distribution: retailers and e-tailers (e-commerce).

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.

Topic 2.3 Making operational decisions

Learning Objectives

- Business operations
- Working with suppliers
- Managing quality
- The sales process

What previous knowledge is required?

Topic 2.1 Growing the business – students are introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.
Topic 2.2 Making marketing decisions – students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a
competitive marketplace.

How will this term's content help with future learning?

Students will be assessed at the end of each topic to assess retention, application and understanding and in addition they will randomly be tested on Theme 1 topics. There will be a PPE in November on the full Theme 1 and 2 contents, with the students sitting both papers at the end of Year 11 during the GCSE exam series.

National Curriculum / Specification

The purpose of business operations:

- to produce goods
- to provide services.

Production processes:

- different types: job, batch, flow
- the impact of different types of production process: keeping productivity up and costs down and allowing for competitive prices.

Impacts of technology on production:

- balancing cost, productivity, quality and flexibility.

Managing stock:

- interpretation of bar gate stock graphs
- the use of just in time (JIT) stock control.

The role of procurement:

- relationships with suppliers: quality, delivery (cost, speed, reliability), availability, cost, trust
- the impact of logistics and supply decisions on: costs, reputation, customer satisfaction.

The concept of quality and its importance in:

- the production of goods and the provision of services: quality control and quality assurance
- allowing a business to control costs and gain a competitive advantage.

The sales process:

- product knowledge, speed and efficiency of service, customer engagement, responses to customer feedback, post-sales service.

The importance to businesses of providing good customer service.

Topic 2.4 Making financial decisions

Learning Objectives

- Business calculations
- Understanding business performance

What previous knowledge is required?

Students will be assessed at the end of each topic to assess retention, application and understanding and in addition they will randomly be tested on Theme 1 topics. There will be a PPE in November on the full Theme 1 and 2 contents, with the students sitting both papers at the end of Year 11 during the GCSE exam series.

How will this term's content help with future learning?

Topic 2.1 Growing the business – students are introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.
Topic 2.2 Making marketing decisions – students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.
Topic 2.3 Making operational decisions – this topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.

National Curriculum / Specification

The concept and calculation of:

- gross profit
- net profit

Calculation and interpretation of:

- gross profit margin
- net profit margin
- average rate of return.

The use and interpretation of quantitative business data to support, inform and justify business decisions:

- information from graphs and charts
- financial data
- marketing data
- market data.

The use and limitations of financial information in:

- understanding business performance
- making business decisions.

Topic 2.5 Making human resource decisions

Learning Objectives

- Organisational structures
- Effective recruitment
- Effective training and Development
- Motivation

What previous knowledge is required?

Topic 2.1 Growing the business – students are introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.
Topic 2.2 Making marketing decisions – students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.
Topic 2.3 Making operational decisions – this topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.
Topic 2.4 Making financial decisions – students will explore the tools a business has to support financial decision making, including ratio analysis and the use and limitation of a range of financial information.

How will this term's content help with future learning?

Students will be assessed at the end of each topic to assess retention, application and understanding and in addition they will randomly be tested on Theme 1 topics. There will be a PPE in November on the full Theme 1 and 2 content, with the students sitting both papers at the end of Year 11 during the GCSE exam series.

National Curriculum / Specification

Different organisational structures and when each are appropriate:
- hierarchical and flat
- centralised and decentralised.

The importance of effective communication:
- the impact of insufficient or excessive communication on efficiency and motivation
- barriers to effective communication.

Different ways of working:
- part-time, full-time and flexible hours
- permanent, temporary, and freelance contracts
- the impact of technology on ways of working: efficiency, remote working.

Different job roles and responsibilities:
- key job roles and their responsibilities: directors, senior managers, supervisors/team leaders, operational and support staff.

How businesses recruit people:
- documents: person specification and job description, application form, CV
- recruitment methods used to meet different business needs (internal and external recruitment).

How businesses train and develop employees:
- 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.

Why businesses train and develop employees:
- the link between training, motivation and retention
- retraining to use new technology.

The importance of motivation in the workplace:

- attracting employees, retaining employees, productivity.

How businesses motivate employees:

- financial methods: remuneration, bonus, commission, promotion, fringe benefits
- non-financial methods: job rotation, job enrichment, autonomy.