



# Scheme of Learning

Unit No	Unit Name	Composite Knowledge
<b>1*</b>	Business in the real world GLH 25	1.1 The purpose and nature of business 1.2 Business Ownership 1.3 Setting business aims and objectives 1.4 Stakeholders 1.5 Business Location 1.6 Business Planning 1.7 Expanding a business
<b>2*</b>	Influences on a business GLH 20	2.1 Technology 2.2 Ethical and environmental considerations 2.3 The economic climate of business 2.4 Globalisation 2.5 Legislation
<b>3</b>	Operations Management GLH 20 Paper 1	3.1 Production processes 3.2 The role of procurement 3.3 The concept of quality 3.4 Good customer service
<b>4</b>	Human Resources GLH 15 Paper 1	4.1 Organisational structures 4.2 Recruitment and selection of employees 4.3 Motivating employees 4.4 Training
<b>5</b>	Marketing GLH 25 Paper 2	5.1 Identifying and understanding customers 5.2 Segmentation 5.3 The purpose and methods of market research 5.4 Elements of the marketing mix
<b>6</b>	Finance GLH 15 Paper 2	6.1 Sources of finance 6.2 Cashflow 6.3 Financial Terms and Calculations (covered within 1.6 to provide essential base knowledge) 6.4 Analysing financial performance of a business

\*Units 1 & 2 are assessed in both papers 1 and 2.

## Resources

All resources can be found online and include power points, revision materials, videos, and a class notebook. Students access resources via One Drive through the following link (they log on using their email/office 365 user details)

### [GCSE Business Resources](#)

Useful websites regularly used for learning activities:

- Two Teachers (you tube videos and resources)
- Carousel – quizzes
- Quizlet – Mrs Boddice's classes



## Sources of information

- Two teachers
- Tutor2U
- BBC Bitesize
- One Drive & class notebook

## Homework

Carousel quizzes and tasks allocated via the class notebook or as 'assignments' on Teams - mostly focused on exam practise questions and knowledge consolidation.

## Links with other subjects

Maths – calculations using basic operators, percentages, percentage change, averages (mean)

Geography – Environment, globalisation

PSHE – Ethics, equality, diversity, inclusion, money management (loans, mortgages, overdraft), entrepreneurship, the law, careers



## Year 10

Units 1, 2, 4 (unit 4 is covered in y10 to fit GLH)

Key terms are in green text

Term	Composite knowledge	Component knowledge
1	<b>Unit 1 Business in the real world</b>	
	1.1 Purpose of business Key terms: <b>Primary, Secondary, Tertiary sectors</b>	<b>Entrepreneurs</b> – motivations, skills and characteristics
		Functions, sectors, <b>Opportunity cost</b>
		<b>Factors of production</b>
	1.2 Business Ownership Key terms: <b>Shareholders</b>	<b>Unlimited liability</b> - Sole Traders
		Unlimited liability - Partnerships
		<b>Limited liability</b> - Private Limited Companies
		Limited Liability - PLCs and social enterprise
		Social enterprises and <b>not-for-profit</b>
		Assessment – Knowledge questions
		Reteach: Limited liability, opportunity cost
	1.3 Setting aims and objectives	The purpose of setting objectives – their role in running a business
		The different types of <b>aims and objectives</b>
		How and why objectives change
		Objectives as a measure of success
	1.4 Stakeholders	The main <b>stakeholders</b> of a business (internal & external)
		Stakeholder objectives and how they might conflict
		How stakeholders can influence a business
		Assessment – knowledge questions
		Re-teach – how stakeholder objectives can conflict with one another
2	1.5 Location Key term: <b>proximity to market, labour supply</b>	The <b>factors influencing location</b>
		How the factors influencing location are changing
		Multiple choice quiz & Re-teach – the factors in different scenarios
	1.6 Business Planning Key term: <b>Market research, investors</b>	The purpose of <b>business planning</b> , advantages and disadvantages
		Sections of a business plan
		Basic financial terms and calculations - <b>Revenue</b>
		Basic financial terms and calculations - <b>Costs</b>
		Basic financial terms and calculations - <b>Profit</b>
		Basic financial terms and calculations – Percentage change
		Assessment & re-teach – calculations – exam style
	1.8 Expanding a business Key terms: <b>Franchising, Outsourcing, Merger, Takeover</b>	<b>Organic growth</b> – methods, advantages and disadvantages
		<b>External growth</b> - methods, advantages and disadvantages
		<b>Economies of scale</b> and <b>average unit costs</b>
	Revision, end of unit assessment (exam style questions) and reteach – external growth, economies of scale, factors of location, limited companies	



3	Unit 2 Influences on a business	
	2.1 Technology	Changing use of
		Ecommerce
		Digital communications
	2.2 Ethical & Environmental Considerations	2.2 Ethical Considerations
		Ethical business behaviour
		How business activity can impact on the environment
		How businesses can aim to be more sustainable
	2.3 Economic Climate –	How changes impact business - Interest Rates
		How changes impact business - Employment
		How changes impact business - Consumer Spending
4		
	2.4 Globalisation Key terms: Imports, Exports	How businesses compete internationally
		The positives and drawbacks of globalisation for businesses
		Exchange rates – a strong and a weak pound
	2.5 Legislation Key terms: discrimination, fit for purpose	Employment and the law – minimum wage, equality, health and safety
		Consumer law
		The impact of laws on a business
	2.6 Risk and Competition	Competition and markets
		The risks of running a business and how to manage them
	Summative assessment – Year 10 mocks, units 1 & 2. Re-teach – sustainability, the business environment, exchange rates	
5 & 6	Unit 4 Human Resources	
	4.1 Organisation structures Key terms: span of control, chain of command, layering, delegation, subordinate	The roles and responsibilities within organisations
		Tall and flat structures
		Centralisation and decentralisation
		Choosing an appropriate structure
	4.2 Recruitment & Selection of Employees Key terms:	Reasons why businesses need to recruit
		The recruitment process – including job description and person specification
	External/internal recruitment, staff retention	Different types of contract including full and part-time, job share, zero hours contracts
	4.3 Motivation Key terms: high productivity, autocratic, democratic, job rotation, enlargement & enrichment	Financial motivation methods
		Non-financial methods ('fringe benefits')
	4.4 Training	Induction training
		On-the-job training
		Off-the-job training
	End of unit summative assessment Re-teach – centralisation/decentralisation, chain of command, job analysis, induction	



## Year 11

Units 6, 5, 3

Term	Composite knowledge	Component knowledge
1	<b>Unit 6 Finance</b>	
	6.1 Sources of Finance Key terms: Long term, short-term, internal, external, creditors, debtors	Reasons why firms need finance
		Sources for start-ups – Government grants, trade credit, overdraft, loans, mortgages, hire purchase
		Sources for established firms – retained profit, sale of fixed assets, new share issue
		Factors affecting the choice of finance – size & type, amount needed, over how long, interest/costs
	6.2 Cashflow Key terms: Credit, receipts, overtrading	Cashflow forecasts and statements – inflows, outflows, net cashflow, opening balance, closing balance
		Reasons for poor cashflow & solutions to cashflow problems
		Re-teach; calculations – costs, revenue, profit, loss
	6.3 Investments Key terms: Initial investment, ARR, break-even chart	Annual Rate of Return – average annual profit
		Break-even output & the margin of safety
	6.4 Analysing Business performance Key terms: Expenses, share capital	Income statements – Cost of sales, gross profit, net profit
		Profit Margins – gross profit margin, net profit margin
		Statements of financial position – fixed assets, current assets, current liabilities, net current assets, long-term liabilities, equity
		Stakeholder interest in financial position
	End of unit summative assessment Reteach – cash flow, margin of safety, classifying costs	
2	<b>Unit 5 Marketing</b>	
	5.1 Identifying and understanding customer needs Key terms: price, quality, convenience, risk	What are customer needs?
		The importance of identifying and satisfying needs
	5.2 Segmentation Key terms: location, demographic, income, lifestyle, target market	Types of segmentation
		Why different businesses use segmentation
	5.3 The purpose and methods of market research Key terms: Market size, market share	The uses of market research – qualitative and quantitative data
		The purpose of market research – how businesses use it
		The methods of market research – primary, secondary
	Quiz – multiple choice questions, exam practise questions	
	5.4 Elements of the Marketing mix Key terms: Inform, persuade, USP, profit-margin, wholesaler,	Price – factors influencing pricing decisions, price penetration, loss leader pricing, price skimming, competitive pricing, cost-plus pricing



	telesales, integrated marketing mix	
		Product – product life cycle & extension strategies, product portfolios – the Boston Matrix, the reasons for product development
		Place (channels of distribution), e-commerce & m-commerce
		Promotion - the purpose of promotion, promotional methods (advertising, sponsorship, PR, Sales promotion, social media) the promotional mix
	End of unit exam questions. Re-teach; PR, extension strategies, segmentation, qualitative, quantitative	
3 & 4	Unit 3 Operations	
	3.1 Methods of production	Job production
		Flow production
		Efficiency in production - Lean Production, Just In Time, Kaizen
	3.2 Procurement	Managing stock – Just in Case
		Factors affecting choice of suppliers
		The effects of procurement and logistics on a business
		The value of effective supply chain management
	3.3 Quality	The consequences of quality issues
		Methods – quality control, Total Quality Management
	3.4 Customer Service	Methods of good customer service – the sales process
		Benefits and costs of effective customer service
		How ICT has enabled customer service to develop
	End of unit summative assessment Reteach – TQM, procurement, supply chain	
	Revision	