

My Business Learning Journey KS4

Name: _____ Form: _____

All students are given a target grade to meet expected progress. These target grades are based on their KS2 performance as reported on by their Primary schools.

Success is in students' hands; everyone has the potential to fulfil their personal targets. Students are encouraged to aim high and not to settle for less than the best, to listen to and act on the advice they are given and start thinking about their futures beyond year 11.

NEVER SETTLE FOR LESS THAN YOUR BEST.

There are 5 overarching concepts within business studies. All of your learning will link to one or more of these concepts.

Exploring Enterprise

Examining the Characteristics of Businesses and their owners. Discussing how businesses invent and innovate to create products and services that customers want, through the use of Market Research.

Business Environment

Exploring the internal and external Business Environment that enterprises operate in. Determining the effect these factors will have on different business contexts.

Financial Management

Understanding, creating and interpreting a range of financial documents and tools that enterprises use to plan, monitor and assess business performance in order to make decisions on how to improve performance over time.

Brand Management

Interpreting market information to enable to exploration of methods used by businesses to stimulate and maintain demand for their products and services, taking into consideration factors affecting the choices available.

Operations and Human Resources Management

Examining operational management by focusing on meeting customer needs through the design, supply, quality and sales decisions a business makes. Examining how growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity.

I'm heading here _____

GCSE Business Learning Journey Year 10

Exploring Enterprise
Examining the Characteristics of Businesses and their owners. Discussing how businesses invent and innovate to create products and services that customers want, through the use of Market Research.

Start of Year 10

Why new business ideas come about
How new business ideas come about
The impact of risk and reward on business activity

Enterprise and Entrepreneurship

Business objectives – Start-up
The Competitive Environment
Market Segmentation
Secondary Market Research
The purpose of market research
What customer needs are

Spotting A business Opportunity

Financial objectives – Start-up
Revenue
Fixed, Variable and total costs

SWOT analysis
Market Mapping
Qualitative & Quantitative Data
Primary Market research
Importance of identifying customer needs
The role of entrepreneurship

The role of enterprise and the purpose of business activity

Putting the business idea into practice

Break-even Calculation - Contribution
Margin of safety
Cash and cash flow – the importance of cash
Calculating and interpreting cash flow forecasts
Long-term sources of finance
The options of start-up and small business
Limited and unlimited Liability

Profit and Loss
Interest

Types of ownership for start-ups

Making the Business Effective

Break-even Calculation
Interpreting break-even graphs
Impact of changes in revenue and costs
The difference between cash and profit
Short-term sources of finance
Factors influencing choice of location
Exchange Rates
Interest Rates
The impact of changing levels of consumer income
Legislation and its impact on business
Technology and Business
Business Stakeholders and their objectives
The Marketing Mix

Understanding external influences on business

Responding to change
Changes in Taxation
The impact of inflation
The impact of unemployment
How technology influences business activity
Stakeholder conflict

Influences on the marketing mix
Role and importance of a business plan

Next Steps:
Reflect on the learning of this year to build upon in year 11

GCSE Business Learning Journey Year 11

Operations and Human Resources Management

Examining operational management by focusing on meeting customer needs through the design, supply, quality and sales decisions a business makes. Examining how growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity.

Start of Year 11

Review year 10 Hinge Learning

Internal Growth

External Growth

Types of Ownership for growth

Growing a Business

Internal Sources of finance for growth
External Sources of finance for growth

Impact of Globalisation

Competing Internationally

Product – The Product life cycle

Price – Pricing Strategies

Promotion - Strategies

Promotion – Technology and Promotion

Making Marketing Decisions

Place – Retail

Changes in aims and objectives

Place – E-tailing

Price – Influences on Pricing strategies

Product - Differentiation

Product – Design Mix

Impact of pressure groups on the marketing mix

Ethical and Environmental considerations

Barriers to International Trade

Competitive Advantage and the Marketing Mix

Production processes

Working with Suppliers

Managing Quality

The importance of providing good customer service

Making Operational Decisions

Gross Profit (Calculation)

Net Profit (Calculation)

Using profit as a measure of performance

Making Financial Decisions

Gross profit margin (Calculation & Interpretation)

Average Rate of Return (Calculation & Interpretation)

Net Profit Margin (Calculation & interpretation)

Making Human Resources Decisions

Importance of employee motivation

The recruitment process

Different Ways of working

Importance of effective Communication

A-Level Business

L3 BTEC Enterprise

Alternative Level 3

Next Steps

Methods of employee Motivation

Effective Training and Development

Impact of technology of ways of working

Barriers to effective communication

Organisational Structures

Understanding business performance