

## Edexcel Business

(9-1)

Year	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Y10	<p><b>LF: Enterprise and entrepreneurship</b> The importance of market research Small and large business How and why new business ideas come about How do businesses exist? Wants verses needs Types of products How do business know what type of products are needed? qualitative and quantitative data</p> <ul style="list-style-type: none"> <li>the role of social media in collecting market research data</li> <li>the importance of the reliability of market research data</li> </ul> <p>Key skills: Understand the difference between , Primary &amp; secondary research – qualitative and quantitative To understand enterprise and its associated business skills: starting up business, success and failure.</p> <p>Keywords: Customer needs Types of research: quantitative &amp; Qualitive research. Methods and purpose of research. Graphs – charts how to Interpret data from research Customers – market – products –</p>	<p><b>LF: To understand how business function Business aims and objectives</b></p> <ul style="list-style-type: none"> <li>changes in technology</li> <li>changes in what consumers want</li> <li>products and services becoming obsolete.</li> </ul> <p>How new business ideas come about:</p> <ul style="list-style-type: none"> <li>original ideas</li> <li>adapting existing products/services/ideas</li> </ul> <p>Key skills: Investigate case studies And provide applied examples . Yacapaca Assessment. Research and Investigate using a range of resources. Reference work researched.</p> <p>Keywords: Entrepreneur – business skills – research – interpreting data market segments – buying habits – market maps – quality - price</p>	<p><b>LF: Risk and reward The options for start-up and small businesses</b> <b>The role of business Enterprise</b> <b>Spotting a business opportunity</b> The impact of risk and reward on business activity:</p> <ul style="list-style-type: none"> <li>risk: business failure, financial loss, lack of security</li> <li>reward: business success, profit, independence.</li> </ul> <p>The role of business enterprise and the purpose of business activity:</p> <ul style="list-style-type: none"> <li>to produce goods or services</li> <li>to meet customer needs</li> <li>to add value: convenience, branding, quality, design, unique selling points.</li> </ul> <p>Key skills: Identify and understand customer needs</p> <ul style="list-style-type: none"> <li>to identify gaps in the market</li> <li>to reduce risk</li> <li>to inform business decisions.</li> </ul> <p>interpret graphs and diagrams. Compare &amp; evaluate findings fully explaining your arguments. Presenting data skills</p>	<p><b>LF: Business revenues, costs and profits.</b> <b>Cash and cash-flow</b></p> <p>The concept and calculation of:</p> <ul style="list-style-type: none"> <li>revenue</li> <li>fixed and variable costs</li> <li>total costs</li> <li>profit and loss</li> <li>interest</li> <li>break even level of output</li> <li>margin of safety.</li> </ul> <p>Key skills: Interpretation of break even diagrams:</p> <ul style="list-style-type: none"> <li>the impact of changes in revenue and costs</li> <li>break even level of output</li> <li>margin of safety</li> <li>profit and loss.</li> </ul> <p>Keywords: Breakeven point – loss – profit – revenue – output – safety margin</p>	<p><b>LF: The concept of limited liability:</b></p> <ul style="list-style-type: none"> <li>limited and unlimited liability</li> <li>the implications for the business owner(s) of limited and unlimited liability.</li> </ul> <p>Customer needs Added value Identifying and understanding customer needs:</p> <ul style="list-style-type: none"> <li>what customer needs are: price, quality, choice, convenience</li> <li>the importance of identifying and understanding customers: generating sales, business survival.</li> </ul> <p>Key skills: Understand and experience as a customer to be able to Product Design Convenience Quality Branding USP Pricing startegy</p> <p>Keywords: Customer service customer satisfaction</p>	<p><b>LF: Business location</b></p> <p><b>Factors influencing business location:</b></p> <ul style="list-style-type: none"> <li>proximity to: market, labour, materials and competitors</li> <li>nature of the business activity</li> <li>the impact of the internet on location decisions:</li> <li>e-commerce and/or fixed premises.</li> </ul> <p>Key skills: Investigate factors that influence business location Strategies adapted by businesses to combat external influences.</p> <p>Keywords: Location – foot drop – out of town shopping areas – parking</p>

	<p>Assessment: Yacapaca Worksheets PowerPoints Case studies</p> <p>Challenge: Apply knowledge to real cases studies Answer exam questions.</p>	<p>Assessment: Yacapaca Worksheets PowerPoints Case studies</p> <p>Challenge: Apply knowledge to real cases studies Answer exam questions.</p>	<p>Manage a small entrepreneurial activity to discover the role of entrepreneurship:  <ul style="list-style-type: none"> <li>an entrepreneur: organises resources, makes business decisions, takes risks</li> </ul> </p> <p>Keywords: Risk – Reward - entrepreneurial skills – product – market decision making – pricing strategies</p> <p>Assessment: Yacapaca Worksheets PowerPoints Case studies</p> <p>Challenge: Apply knowledge to real cases studies</p>	<p>Assessment: Yacapaca Worksheets PowerPoints Case studies</p> <p>Challenge: Apply knowledge to real cases studies Answer exam questions.</p>	<p>Assessment: Yacapaca Worksheets PowerPoints Case studies</p> <p>Challenge: Apply knowledge to real cases studies Answer exam questions.</p>	<p>Assessment: Yacapaca Worksheets PowerPoints Case studies</p> <p>Challenge: Apply knowledge to real cases studies Answer exam questions.</p>
--	--	--	--	--	--	--

## SMSC in Business Education:

Our pupils are encouraged to develop their Spiritual, Moral, Social and Cultural Education across all lessons. As part of the course requirement pupils are required to use a variety of skills in order to investigate different businesses and be able to make appropriate judgement.

Pupils are to investigate real businesses and evaluate their performances. Great opportunity and an eye opener for pupils to explore local and national businesses in order to fully understand how businesses function.

The course is designed to help building SMSC skills and develop crucial skills that will support their write up for their coursework.

Thinking creatively': Pupils are encouraged to use different research and thinking methods in order to develop new ideas.  
Exploring ethics within business and investigate examples of child labour and other issues.

Understanding employment Laws such as Sexism and Discrimination Act. Students consider the effects that the employment laws will have upon a business operating.

Investigating animal rights, the environment and pressure groups and making judgement on their causes. Pupils debate and explore examples of small and large corporate unethical behaviour and the role of which pressure groups play within this.

## Edexcel Business

(9-1)

Year	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Y11	<p><b>LF: The Marketing Mix</b></p> <p>What the marketing mix is and the importance of each element:</p> <ul style="list-style-type: none"> <li>price, product, promotion, place.</li> </ul> <p>How the elements of the marketing mix work together:</p> <ul style="list-style-type: none"> <li>balancing the marketing mix based on the competitive environment</li> <li>the impact of changing consumer needs on the marketing mix</li> <li>the impact of technology on the marketing mix: e-commerce, digital communication.</li> </ul> <p>Key skills:</p> <p>Understand the difference between , Primary &amp; secondary research – qualitative and quantitative</p> <p>To understand enterprise and its associated business skills: starting up business, success and failure.</p> <p>Keywords:</p> <p>Customer needs</p> <p>Types of research: quantitative &amp; Qualitative research. Methods and purpose of research. Graphs – charts how to Interpret data</p>	<p><b>LF: Business stakeholders</b></p> <p>Who business stakeholders are and their different objectives:</p> <ul style="list-style-type: none"> <li>shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government.</li> </ul> <p>Stakeholders and businesses:</p> <ul style="list-style-type: none"> <li>how stakeholders are affected by business activity</li> <li>how stakeholders impact business activity</li> <li>possible conflicts between stakeholder groups.</li> </ul> <p>Key skills:</p> <p>Investigate case studies And provide applied examples</p> <p>. Yacapaca Assessment.</p> <p>Research and Investigate using a range of resources. Reference work researched.</p> <p>Keywords:</p> <p>Entrepreneur – business skills – research – interpreting data market segments – buying habits – market maps – quality - price</p>	<p><b>LF: Technology and business</b></p> <p>Different types of technology used by business:</p> <ul style="list-style-type: none"> <li>e-commerce</li> <li>social media</li> <li>digital communication</li> <li>payment systems.</li> </ul> <p>How technology influences business activity in terms of:</p> <ul style="list-style-type: none"> <li>sales</li> <li>costs</li> <li>marketing mix.</li> </ul> <p>Key skills:</p> <p>Identify trends and its impact on customer’s need</p> <ul style="list-style-type: none"> <li>to identify gaps in the market</li> <li>to reduce risk</li> <li>to inform business decisions.</li> </ul> <p>Create graphs and diagrams.</p> <p>Compare &amp; evaluate Findings fully explaining your arguments. Presenting data skills</p> <p>Keywords:</p> <p>Customers’ needs – value added Graphs – analysis - trends</p>	<p><b>LF: Legislation and business</b></p> <p>The impact legislation can have on business performance and strategies.</p> <p>The impact of legislation on businesses:</p> <ul style="list-style-type: none"> <li>cost</li> <li>consequences of meeting and not meeting these obligations.</li> </ul> <p>Key skills:</p> <p>Manage a small entrepreneurial activity to discover the role of entrepreneurship:</p> <ul style="list-style-type: none"> <li>an entrepreneur: organises resources, makes business decisions, takes risks.</li> </ul> <p>Keywords:</p> <p>Laws – EU – Brexit – impact – cost - strategies</p>	<p><b>LF: The purpose of legislation: The economy and business</b></p> <p>principles of consumer law: quality and consumer rights</p> <p>principles of employment law: recruitment, pay, discrimination and health and safety.</p> <p>The impact of legislation on businesses:</p> <ul style="list-style-type: none"> <li>cost</li> <li>consequences of meeting and not meeting these obligations.</li> </ul> <p>Key skills:</p> <p>Understand and experience as a customer to be able to</p> <p>Product Design</p> <p>Convenience</p> <p>Quality</p> <p>Branding</p> <p>USP</p> <p>Pricing startegy</p> <p>Keywords:</p> <p>Customer service customer satisfaction – attract – retain customers</p>	<p><b>LF: External influences</b></p> <p>The importance of external influences on business:</p> <ul style="list-style-type: none"> <li>possible responses by the business to changes in: technology, legislation, the economic climate.</li> </ul> <p>Key skills:</p> <p>Investigate real scenarios external influences and how they impact on business decision</p> <p>Keywords:</p> <p>External – factors – economy – inflation – Brexit – Natural disasters (earthquakes – floods – nuclear leaks)</p>

	<p>Assessment: Yacapaca Worksheets PowerPoints Case studies</p> <p>Challenge: Apply knowledge to real cases studies Answer exam questions.</p>	<p>Assessment: Yacapaca Worksheets PowerPoints Case studies</p> <p>Challenge: Apply knowledge to real cases studies Answer exam questions.</p>	<p>Assessment: Yacapaca Worksheets PowerPoints Case studies</p> <p>Challenge: Apply knowledge to real cases studies Answer exam questions.</p>	<p>Assessment: Yacapaca Worksheets PowerPoints Case studies</p> <p>Challenge: Apply knowledge to real cases studies Answer exam questions.</p>	<p>Assessment: Yacapaca Worksheets PowerPoints Case studies</p> <p>Challenge: Apply knowledge to real cases studies Answer exam questions.</p>	<p>Assessment: Yacapaca Worksheets PowerPoints Case studies</p> <p>Challenge: Apply knowledge to real cases studies Answer exam questions.</p>
--	--	--	--	--	--	--

## SMSC in Business Education:

Our pupils are encouraged to develop their Spiritual, Moral, Social and Cultural Education across all lessons. As part of the course requirement pupils are required to use a variety of skills in order to investigate different businesses and be able to make appropriate judgement.

Pupils are to investigate real businesses and evaluate their performances. Great opportunity and an eye opener for pupils to explore local and national businesses in order to fully understand how businesses function.

The course is designed to help building SMSC skills and develop crucial skills that will support their write up for their coursework.

Thinking creatively': Pupils are encouraged to use different research and thinking methods in order to develop new ideas.  
Exploring ethics within business and investigate examples of child labour and other issues.

Understanding employment Laws such as Sexism and Discrimination Act. Students consider the effects that the employment laws will have upon a business operating.

Investigating animal rights, the environment and pressure groups and making judgement on their causes. Pupils debate and explore examples of small and large corporate unethical behaviour and the role of which pressure groups play within this.