

# Edexcel GCSE Business Studies 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.



**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 a conclusion.  
Use business context and 5 linked strands of development.  
1<sup>st</sup> paragraph: give a judgement e.g. advantages and 2 reasons why.  
2<sup>nd</sup> paragraph: give an opposing judgement to the chosen option (not of the other option) e.g. disadvantages and 2 reasons why.  
3<sup>rd</sup> paragraph: conclusion but... it depends on...

## Discuss - 6 Marks

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.



**Key Assessment**

How businesses motivate employees:

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



## REVISION OF THEME 1 CONCEPTS AND EXAM TECHNIQUE



## Evaluate - 12 Marks

A decision needs to be made in this answer.  
Use business context and 5 linked strands of development.  
1<sup>st</sup>/2<sup>nd</sup> paragraph: 1 or 2 advantages identified with 2/3 reasons why.  
3<sup>rd</sup>/4<sup>th</sup> paragraph: 1 or 2 disadvantages identified with 2/3 reasons why.  
5<sup>th</sup> paragraph: Conclusion BUT... it depends on...

The use and limitations of financial information in:

- understanding business performance
- making business decisions



**Key Assessment**

Organisational structures

- hierarchical and flat
- centralised and decentralised



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



## Outline - 2 Marks

One benefit/ impact/ method with one linked strand of development. Written in context.

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)



The importance of motivation in the workplace

- attracting employees
- retaining employees
- productivity.



## 2.5 MAKING HUMAN RESOURCE DECISIONS

Communication

- the impact of insufficient or excessive communication on efficiency and motivation
- barriers to effective communication

Good customer service

- Product knowledge
- Speed and efficient service
- Customer engagement
- Post-sales service
- Customer engagement

The impact of logistics and supply decisions on

- Cost
- Reputation
- Customer satisfaction



Different job roles and responsibilities:

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



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



Promotion

- advertising
- sponsorship
- product trials
- special offers
- branding



Why businesses train and develop employees:

- the link between training, motivation and retention
- retraining to use new technology



Pricing

- Pricing strategies
  - Penetration
  - Premium
  - Economy
  - Cost-plus
  - Competitor
  - Psychological
  - Price skimming



Place

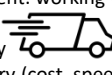
- Methods of distribution: retailers and e-tailers (e-commerce).



## 2.3 MAKING OPERATIONAL DECISIONS

Quality control and quality assurance

- Procurement: working with suppliers
  - quality
  - delivery (cost, speed, reliability)
  - availability
  - cost
  - trust



Impacts of technology on production

- Production processes (Job, Batch, Flow)

Managing stock

- bar gate stock graphs
- just in time (JIT) stock control.



The impact of different types of production process

- Using the marketing mix to make business decisions



Product

The Design Mix (Aesthetics, Costs and Function)

Product Life Cycle

Extension strategies



Business and globalisation:

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



Ethics, the environment and how they impact on business

The role of pressure groups on business decisions



**YEAR 11**

## 2.1 METHODS OF BUSINESS GROWTH

Year 10 work experience week and debrief

How technology impacts on business

- E-commerce
- Social media
- Digital communication
- Payment systems

Factors influencing business location

- Market
- Labour
- Materials
- Competitors
- The internet
- Government policy

What is a franchise? Good and bad points of franchising

- Internal (organic) growth through new products and new markets
- External growth through merger and takeovers



Why business aims and objectives change in response to:

- legislation
- market conditions
- technology
- performance

Barriers to international trade:

- tariffs
- trade blocs

Internal and external sources of finance

- Short term
  - Overdraft
  - Trade credit
- Long term
  - Personal savings
  - Venture capital
  - Share capital
  - Loans
  - Retained profit
  - Crowd funding

The importance of cash & cash flow

- To pay employees
- To pay overheads
- To prevent insolvency

What are business aims and objectives

- Financial: survival, profit, sales, market share, financial security
- Non-financial: social objectives, personal satisfaction, challenge, independence and control.

Customers needs and wants

- The Marketing Mix

Recruitment and training

- Types of business ownership

Why and how new businesses come about

- Identifying and understanding customer needs [price, quality, choice, convenience]

Market mapping to identify a gap in the market and the competition

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

Risk: business failure, financial loss, lack of security

- Reward: business success, profit, independence

Market mapping and segmentation

- Market research
- Corporate responsibility
- Developing a business idea
- Famous Entrepreneurs

Business revenues, fixed and variable costs and profits (including break even and margin of safety)

Practice into idea

## 1.4 MAKING THE BUSINESS EFFECTIVE

What the marketing mix is and the importance of each element [Price, Place, Promotion and Product]

- How businesses use market segmentation to target customers based on location, demographics, lifestyle, income, age

Types of business ownership

- Sole trader
- Partnership
- Private limited company
- Good and bad points of each

What is limited and unlimited liability?

- Internal and external sources of finance

The importance of cash & cash flow

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## 1.2 SPOTTING A BUSINESS OPPORTUNITY

Identifying and understanding customer needs [price, quality, choice, convenience]

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## 1.1 ENTERPRISE AND ENTREPRENEURSHIP

The purpose, methods and use of market research

- Primary and secondary
- Qualitative and quantitative.
- Use of social media.
- Good and bad points of market research

Who business stakeholders are and their different objectives?

- Shareholders
- Employees
- Customers
- Suppliers
- Local community
- Pressure Groups
- Government

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**YEAR 10**