

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.
1st paragraph: give a judgement e.g. advantages and 2 reasons why.
2nd paragraph: give an opposing judgement to the chosen option (not of the other option) e.g. disadvantages and 2 reasons why.
3rd 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.
1st/2nd paragraph: 1 or 2 advantages identified with 2/3 reasons why.
3rd/4th paragraph: 1 or 2 disadvantages identified with 2/3 reasons why.
5th 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

Analyse - 6 Marks

Use context and AJIM. An extended explain question. 5 linked strands of development.

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

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

- The impact of different types of production process

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

- Promotion strategies
- 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)

- Sources of finance for growing and established businesses
- Internal [retained profit and selling assets]
 - External [loan and share capital]

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

Product

- The Design Mix (Aesthetics, Costs and Function)
- Product Life Cycle
 - Extension strategies

Ethics, the environment and how they impact on business

The role of pressure groups on business decisions

Business calculations

The concept and calculation of:

- gross profit
- net profit

Calculation and interpretation of:

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

The impact of the economic climate on businesses

- Unemployment
- Changing income
- Inflation
- Changes in exchange rates
- Changes in interest rates
- Government taxation

The impact of legislation on business

- Consumer law [Consumer Rights Act and The Trade Descriptions Act]
- Employer Law [Equality Act, Health and Safety at Work]

Who business stakeholders are and their different objectives?

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

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



Key Assessment

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

Why and how new businesses come about

Recruitment and training

Types of business ownership

The Marketing Mix

Customers needs and wants

Famous Entrepreneurs

Developing a business idea

Corporate responsibility

Market research

Market mapping and segmentation

Risk: business failure, financial loss, lack of security

Reward: business success, profit, independence

The role of business enterprise and the purpose of business activity

produce goods or services

meet customer needs

add value: convenience, branding, quality, design, USP

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

Why and how new businesses come about

Recruitment and training

Types of business ownership

The Marketing Mix

Customers needs and wants

Famous Entrepreneurs

Developing a business idea

Corporate responsibility

Market research

Market mapping and segmentation

Risk: business failure, financial loss, lack of security

Reward: business success, profit, independence

The role of business enterprise and the purpose of business activity

produce goods or services

meet customer needs

add value: convenience, branding, quality, design, USP

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

Why and how new businesses come about

Recruitment and training

Types of business ownership

The Marketing Mix

Customers needs and wants

Famous Entrepreneurs

Developing a business idea

Corporate responsibility

Market research

Market mapping and segmentation

Risk: business failure, financial loss, lack of security

Reward: business success, profit, independence

The role of business enterprise and the purpose of business activity

produce goods or services

meet customer needs

add value: convenience, branding, quality, design, USP

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

Why and how new businesses come about

Recruitment and training

Types of business ownership

The Marketing Mix

Customers needs and wants

Famous Entrepreneurs

Developing a business idea

Corporate responsibility

Market research

Market mapping and segmentation

Risk: business failure, financial loss, lack of security

Reward: business success, profit, independence

The role of business enterprise and the purpose of business activity

produce goods or services

meet customer needs

add value: convenience, branding, quality, design, USP

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

Why and how new businesses come about

Recruitment and training

Types of business ownership

The Marketing Mix

Customers needs and wants

Famous Entrepreneurs

Developing a business idea

Corporate responsibility

Market research

Market mapping and segmentation

Risk: business failure, financial loss, lack of security

Reward: business success, profit, independence

The role of business enterprise and the purpose of business activity

produce goods or services

meet customer needs

add value: convenience, branding, quality, design, USP

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

Why and how new businesses come about

Recruitment and training

Types of business ownership

The Marketing Mix

Customers needs and wants

Famous Entrepreneurs

Developing a business idea

Corporate responsibility

Market research

Market mapping and segmentation

Risk: business failure, financial loss, lack of security

Reward: business success, profit, independence

The role of business enterprise and the purpose of business activity

produce goods or services

meet customer needs

add value: convenience, branding, quality, design, USP

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

Why and how new businesses come about

Recruitment and training

Types of business ownership

The Marketing Mix

Customers needs and wants

Famous Entrepreneurs

Developing a business idea

Corporate responsibility

Market research

Market mapping and segmentation

Risk: business failure, financial loss, lack of security

Reward: business success, profit, independence

The role of business enterprise and the purpose of business activity

produce goods or services

meet customer needs

add value: convenience, branding, quality, design, USP

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

Why and how new businesses come about

Recruitment and training

Types of business ownership

The Marketing Mix

Customers needs and wants

Famous Entrepreneurs

Developing a business idea

Corporate responsibility

Market research

Market mapping and segmentation

Risk: business failure, financial loss, lack of security

Reward: business success, profit, independence

The role of business enterprise and the purpose of business activity

produce goods or services

meet customer needs

add value: convenience, branding, quality, design, USP

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

Why and how new businesses come about

Recruitment and training

Types of business ownership

The Marketing Mix

Customers needs and wants

Famous Entrepreneurs

Developing a business idea

Corporate responsibility

Market research

Market mapping and segmentation

Risk: business failure, financial loss, lack of security

Reward: business success, profit, independence

The role of business enterprise and the purpose of business activity

produce goods or services

meet customer needs

add value: convenience, branding, quality, design, USP

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

Why and how new businesses come about

Recruitment and training

Types of business ownership

The Marketing Mix

Customers needs and wants

Famous Entrepreneurs

Developing a business idea

Corporate responsibility

Market research

Market mapping and segmentation

Risk: business failure, financial loss, lack of security

Reward: business success, profit, independence

The role of business enterprise and the purpose of business activity

produce goods or services

meet customer needs

add value: convenience, branding, quality, design, USP

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

Why and how new businesses come about

Recruitment and training

Types of business ownership

The Marketing Mix

Customers needs and wants

Famous Entrepreneurs

Developing a business idea

Corporate responsibility

Market research

Market mapping and segmentation

Risk: business failure, financial loss, lack of security

Reward: business success, profit, independence

The role of business enterprise and the purpose of business activity

produce goods or services

meet customer needs

add value: convenience, branding, quality, design, USP

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

Why and how new businesses come about

Recruitment and training

Types of business ownership

The Marketing Mix

Customers needs and wants

Famous Entrepreneurs

Developing a business idea

Corporate responsibility

Market research

Market mapping and segmentation

Risk: business failure, financial loss, lack of security

Reward: business success, profit, independence

The role of business enterprise and the purpose of business activity

produce goods or services

meet customer needs

add value: convenience, branding, quality, design, USP