

# BUSINESS

## KS4 (Year 10 – 11)

### Topics studied:

In Year 10 students study **Theme 1** 'Investigating Small Business'. Students will learn about enterprise and entrepreneurship, how to spot a business opportunity, will investigate how to put a business idea into practice, learn how to make a business effective and learn about external influences on business.

In Year 11 students study **Theme 2** 'Building a Business'. Students will learn about growing the business, making marketing decisions, making operational decisions, making financial decisions and making human resource decisions.

In the summer term of Year 11, students will continue revision and examination practice. Students will also continue to develop their skills in demonstrating and applying their knowledge and understanding of business concepts and issues and in analysing business information.

### Exam Board:

Pearson Edexcel GCSE in Business (1BS0) specification.  
This course uses the 9-1 grading structure.

### Assessment structure:

Theme 1, written examination, 50% of the qualification.  
Theme 2, written examination, 50% of the qualification.  
Students complete both examinations in May/June of the final year of study.  
There is no controlled assessment or coursework.

### Keywords that students must know, and be able to spell, by the end of the course:

Business ideas, risk, reward, business enterprise, goods, services, added value, entrepreneur, customer needs, market research, primary research, secondary research, qualitative data, quantitative data, market segmentation, market mapping, competitors, business aims/objectives, revenue, fixed costs, variable costs, total costs, profit, loss, break even, margin of safety, cash, cash-flow, overdraft, trade credit, venture capital, share capital, loans, retained profit, crowd funding, limited liability, unlimited liability, sole trader, partnership, private limited company, franchising, business location, marketing mix (product, price, promotion, place), business plan. Stakeholders, Conflict, Technology and business, Consumer law, Employment law, Unemployment, Consumer income, Inflation, Interest rates, Government taxation, Exchange rates, Internal growth, Merger, Takeover, Public limited company, Sources of finance, Stock market flotation, Changes in objectives, Globalisation, Tariffs, Trade blocs, Ethics, The environment, Design mix, Product life cycle, Extension strategies, Pricing strategies, Promotion strategies, Viral advertising, Methods of distribution, Marketing mix, Competitive advantage, Business operations, Job, batch and flow, Productivity, Bar gate stock graph, JIT stock control,

Procurement, Quality control, Quality assurance, Sales process, Customer service, Cost of sales, Gross profit, Net profit, Profit margin, Gross profit margin, Net profit margin, Average rate of return, Inflation, Variable, Infographic, Demographic, Qualitative data, Layers, Span of control, Chain of command, Accountability, Hierarchy, Jargon, Freelancer, Roles, Responsibilities, Salary band, Recruitment, Training, Productivity, Legislation, Motivation, Retain, Autonomy, Job satisfaction.

**Subject specific websites to support revision and independent learning:**

<http://www.bbc.co.uk/education>

<http://www.businessed.co.uk/>

**Edexcel/Pearson – Sample Assessment Material**

<https://qualifications.pearson.com/en/qualifications/edexcel-gcses/business-2017.coursematerials.html#filterQuery=category:Pearson-UK:Category%2FSpecification-and-sample-assessments>

**Recommended subject guides:**

Theory notes on above subject specific websites.

Edexcel GCSE Business (9-1) Revision Guide – ISBN 978-1-292-19071-6.

**To help your child this year you can:**

- support them in learning how to spell the keywords above
- ask them to explain the keywords above by reflecting on their lessons and referring to the work in their exercise book
- encourage them to access the above subject specific websites and to undertake further reading on the topics covered and complete the tests/quizzes
- encourage them to use the Edexcel GCSE Business (9-1) Revision Guide, to support homework completion, revision and further reading and exam practice
- talk to them about real-life businesses, such as those owned/run by family or friends, local businesses and/or businesses that appear in the news

**Additional Information:**

Students will be set a weekly homework task and will complete a milestone assessment after every topic area.