

# THOMAS ALLEYNE'S HIGH SCHOOL

## BUSINESS:KS4 LEARNING JOURNEY

**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.

2.5 Assessment

The use and limitations of financial information in:

- understanding business performance
- making business decisions

## REVISION 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> paragraph: 1 or 2 advantages identified with 2/3 reasons why.  
2<sup>nd</sup> paragraph: 1 or 2 disadvantages identified with 2/3 reasons why.  
3<sup>rd</sup> paragraph: Conclusion BUT... it depends on...

### 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.

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

### How businesses recruit people:

- person specification and job description
- application form
- CV
- recruitment methods used to meet different business needs (internal and external recruitment)

### 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

### How businesses motivate employees:

- financial methods:
  - remuneration
  - bonus
  - commission
  - promotion
  - fringe benefits

### 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

## 2.5 MAKING HUMAN RESOURCE DECISIONS

Communication

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

### 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

### 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

### Managing stock

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

### The impact of different types of production process

### How businesses motivate employees:

- non-financial methods:
  - job rotation
  - job enrichment
  - autonomy

### Promotion

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

### Pricing

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

## 2.3 MAKING OPERATIONAL DECISIONS

Organisational structures

- hierarchical and flat
- centralised and decentralised

### 2.3 Assessment

### Quality control and quality assurance

- quality
- delivery (cost, speed, reliability)
- availability
- cost
- trust

### Procurement: working with suppliers

- quality
- delivery (cost, speed, reliability)
- availability
- cost
- trust

### Impacts of technology on production

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

### Production processes (Job, Batch, Flow)

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

### 2.2 Assessment

### Product

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

### 2.1 Assessment

- Ethics, the environment and how they impact on business
- The role of pressure groups on business decisions

## 2.1 METHODS OF BUSINESS GROWTH

The impact of the economic climate on businesses

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

### Year 10 Exam

Year 10 work experience week and debrief

**YEAR 11**

### Internal (organic) growth through new products and new markets

- External growth through merger and takeovers

### Why business aims and objectives change in response to:

- market conditions
- technology
- performance

### Barriers to international trade:

- tariffs
- trade blocs

The importance of cash & cash flow

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

## 1.5 UNDERSTANDING THE EXTERNAL INFLUENCES ON BUSINESS

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]

### 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 and external sources of finance

### Short term

- Overdraft
- Trade credit

### Long term

- Personal savings
- Venture capital
- Share capital
- Loans

### Retained profit

- Crowd funding

## 1.4 MAKING THE BUSINESS EFFECTIVE

Who business stakeholders are and their different objectives?

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

### 1.4 Assessment

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

- 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

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

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

### 1.3 Assessment

### Business revenues, fixed and variable costs and profits [including break even and margin of safety]

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

### Key 1.3 formula

- Revenue = price x quantity sold
- Total costs = fixed costs + variable costs
- Profit = total revenue - total costs
- Gross Profit = revenue - cost of goods sold
- Net profit = Gross profit - expenses
- Interest % = (Total repayment - borrowed amount) ÷ borrowed amount X 100
- Break-even = fixed costs ÷ selling price - variable costs
- Margin of Safety = Actual sales - break-even sales

## 1.1 ENTERPRISE AND ENTREPRENEURSHIP

Risk: business failure, financial loss, lack of security

Reward: business success, profit, independence

### Why and how new businesses come about

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

## 1.2 SPOTTING A BUSINESS OPPORTUNITY

### 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

**YEAR 10**

## YEAR 9 OPTIONS GUIDANCE

### SLT options interviews

- Business Options assembly

### Options booklet

- Year 9 Options Evening

