

GCSE Business Studies – Year 11	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Exams
Topic/Unit to be studied	Unit 2 – Controlled assessment	Unit 3.2 – meeting customer needs & Unit 3.3 Effective people management	Unit 3.3 Effective people management & Unit 3.4 – Effective people management	Unit 3.4 – Effective people management & Unit 3.5 The wider world affecting business. Revision and exam preparation	Revision and exam preparation	
Subject Content Outline	<ul style="list-style-type: none"> Controlled assessment 	<p>3.2 This topic focuses on how to achieve customer satisfaction and therefore, repeat purchase. It brings in elements of operations management to provide a rounded approach to the process of meeting or exceeding customer expectations.</p>	<p>3.3 Successful operations need to be turned into financial success, if only to finance the development of the business. This section considers how to achieve this. The emphasis is on financial decision making, not the recording of information on a Profit and Loss Account or balance sheet.</p> <p>3.4 A key difference between starting and building a</p>	<p>3.5 The economic and social context are important influences on the success or failure of a business. The ethical stance of each business also affects its social acceptability and perhaps, therefore, its success. Students need to understand the difficult environmental, social and ethical questions facing businesses.</p>	<ul style="list-style-type: none"> Revision on unit 1 and unit 3 	

			business is the number of staff and the complexity of dealing with staff. This topic should lead students to consider whether the staff of an individual business really are 'its greatest asset'.			
Aims/Assessment Objectives	<ul style="list-style-type: none"> Controlled assessment 	<ul style="list-style-type: none"> The role and importance of design in differentiation. To understand how scientific principles can be applied to research to help in the development of new products. To understand traditional bar gate stock graphs. To understand the costs and benefits of using JIT systems of stock control and where such systems might be 	<p>3.3</p> <ul style="list-style-type: none"> To understand the main aspects of financial management, such as credit terms, de-stocking as a means of managing cash flow more effectively. To understand how increasing revenues and reducing costs helps to increase profit. To understand the impact of both changing prices and influencing costs on profit. 	<ul style="list-style-type: none"> To understand the meaning of the term 'business ethics'. To understand the concept of trade-offs and how this applies to ethics and profit. To understand the role of pressure groups in influencing business decision making. To understand that business activity has different impacts on the environment. 	<ul style="list-style-type: none"> Revision on key words refresher for unit 1 and 3 Understand commend words for unit 3 	

		<p>appropriate (and where not!).</p> <ul style="list-style-type: none"> •To understand the difference between quality control and a culture of quality assurance in business. •To understand the meaning of the term 'productivity' • To have a brief outline of the main customer protection laws 	<ul style="list-style-type: none"> •To understand the role and purpose of break-even analysis. •To be able to draw and interpret break-even charts. •To understand how break-even points change when prices and/or costs change. <p>3.4</p> <ul style="list-style-type: none"> •To understand the main types of organisational structures used in business and their purpose. •To understand the importance of managing motivation in the workplace. •To understand Maslow's hierarchy of needs and its application to motivation in the workforce. •To understand 	<ul style="list-style-type: none"> • To be able to understand the difference between short-term and long-term environmental effects on the environment. •To understand the concept of income distribution. •To understand the difference between an export subsidy and import protection. •To understand the role of government and the EU in regulating and controlling business activity. •To understand the meaning of the term 'regulation' and 'legislation' as it applies to business. •To appreciate the main ways in 		
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			the main payment systems in use in businesses.	which government and the EU affects business — regulation, taxation and legislation.		
Assessment	•Controlled assessment	Unit 3.2 Written exam	Unit 3.3 & 3.4 Written exam	Unit 3.5 Written exam	Past exam papers unit 1 and unit 3	
Cross curricular opportunities	English Maths Citizenship Environmental European initiatives					
Social, Moral, Spiritual, Cultural	<ul style="list-style-type: none"> • Human relationships involved in running a business & economic issues in the global economy. • When considering issues of poverty and inequality. • When considering motivation and pursuing profit for private gain. • When looking at developing an appropriate marketing mix for a business start-up. 					
Homework	Research on chosen small business – conducting interviews and questionnaires	Revision notes and questions on unit 3.2 & 3.3	Revision notes and questions on unit 3.3 & 3.4	Revision notes and questions on unit 3.4 & 3.5	Revision	