

# Armthorpe Academy – Business Studies Department ‘Scheme of Learning’



For the benefit of this document Learning Outcomes:

- Are measurable and capable of being assessed
- Are learner-centric
- Must be based on the desired outcome of the educational activity
- Provide measurable evidence of progress in closing the practice gap
- Are an outcomes-based approach
- Are explicit descriptions of what a learner should know, be able to apply and/or be able to do as a result of participating in the educational activity
  - Frame the context for objectives (why is it important to “list”, “discuss” or “state” information?)

## Year 10 (3 lessons p/week)

Week Number	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39
<b>Topic/Theme</b>	<b>1.1- Enterprise and Entrepreneurship 1.2- Spotting a Business Opportunity</b>										<b>1.3- Putting a business idea into practice</b>										<b>1.4- Making a business effective 1.5- Understanding external influence on a business (elements linked to 1.4)</b>					<b>1.5 Understanding external influences on a business.</b>													
<b>Learning Outcomes</b>	<p><b>1.1</b> Students will study the dynamic nature of business by identifying the sources of new business ideas, Describing how new business ideas come about, and explaining the most important factor to consider when selecting a new business.</p> <p>Students will Identify the different factors affecting new enterprises, describe examples of factors affecting businesses currently and explain how businesses can respond to external factors.</p> <p>Students will investigate the risk and reward associated with entrepreneurship, describe the reasons behind risk and reward when setting up a new enterprise and will be able to critically assess the likelihood of risk against reward for an entrepreneur.</p> <p><b>1.2</b> Students will understand the term Market, describe how competition can affect a market and analyse how competition can affect different business decisions</p> <p>Students will be able to identify the term market research, Describe why Market research is used, Explain how Market Research helps to improve existing businesses and helps make new businesses successful.</p> <p>Identify the types of market research a business can use, Outline examples of each type of Market Research, describe examples of each type of market research, assess the effectiveness of different types of research.</p>										<ul style="list-style-type: none"> <li>• Identify the difference between a business aim and objective, suggest examples for appropriate aims and objectives for a business, compare the differences in aims for differing businesses.</li> <li>• Identify the term Revenue, Calculate Revenue for a business, assess how to improve revenue for a business.</li> <li>• Identify the two types of costs a business will have to pay, calculate the total costs for an enterprise, accurately suggest how to improve the total costs for an enterprise</li> <li>• Identify the term Profit, calculate the profit for a business, suggest how to improve profitability of an enterprise.</li> <li>• Identify the term Break Even, Calculate a businesses break even point, accurately suggest improvements to a businesses</li> <li>• Develop a break even chart, accurately label a break even chart, interpret the profitability potential of a business using a break even chart.</li> <li>• Identify the difference between cash and profit, outline cash inflows and outflows for a business, assess the importance of available cash for a business.</li> <li>• Identify the key terms associated with a businesses cash flow, calculate a businesses cash flow position, suggest improvements to a businesses cash flow forecast.</li> <li>• Identifying internal and external sources of business finance, Describing how each source of finance can be obtained and analysing the positives and negatives of using each source of finance.</li> </ul>										<ul style="list-style-type: none"> <li>• Identify the 4 methods of business ownership (Sole Trader, Partnership, Private Limited Company, Public Limited Company) can use, Describe the features of each method of ownership, explain the positives and negatives of each method of ownership including liability.</li> <li>• Identify the term Franchise, describe the difference between being a franchisee and a franchisor asses the positives of a business developing into a franchisor and someone being a franchisee.</li> <li>• Business Location Identify factors affecting location, describe how each factor can affect location, analyse important factors to consider for different types of businesses</li> <li>• The marketing mix Identify the 4 P’s of marketing, describe decisions made about product, price, place and promotion, Explain the positives and negatives of making specific 4 P’s choices.</li> <li>• Business Plans Identify what a business plan is, outline key features of an effective business plan, and explain the impact of having a functional business plan.</li> <li>• Stakeholders Outline the term stakeholder, Describe the roles of internal and external stakeholders, investigate the impact of satisfied and unsatisfied stakeholders.</li> <li>• Technology in Business Identify 4 developments in technology affecting enterprise, describe the effects of</li> </ul>					<ul style="list-style-type: none"> <li>• Employment and the law Identify key employment legislation, Describe the impact of legislation on smaller businesses (both positive and negative), and explain methods in which businesses can comply with key business legislation.</li> <li>• Consumer Law Identify key consumer legislation, Describe the impact of legislation on smaller businesses (both positive and negative), and explain methods in which businesses can comply with key business legislation.</li> <li>• Unemployment and government taxes Identify the term unemployment, describe the impact of unemployment on business, apply understanding of unemployment to outline impacts on specific small businesses (case study) Identify key government taxes, describe an impact of taxation and increased taxation on a business, explain how businesses can ensure taxation law is complied with whilst still remaining successful.</li> <li>• Inflation and consumer income Identify the term consumer income, Outline reasons for changing consumer income, Explain the impact of changing consumer income (both increase and decrease) on a businesses performance.</li> <li>• Interest Rates Identify the term interest rates and in what context they are paid, Outline reasons for changing interest rates, Explain the impact of changing interest rates (both increase and decrease) on a businesses performance.</li> <li>• Exchange rates.</li> </ul>													

	<p>Identify the different types of data that can be collected through research, Describe the benefits and drawbacks of quantitative and qualitative data, interpret collected data in order to draw conclusions.</p> <p>Identify the term Market Segmentation, Describe examples of market segmentation, analyse the positive and negatives of each method of segmentation.</p> <p>Identify the term Market Map, create and plot businesses using a market map, analyse the usefulness of market mapping.</p>		<p>each change in technology on a business, explain the negative impact of technological changes on business performance and survival.</p>	<p>Identify the term exchange rates and in what context they are needed, Outline reasons for changing exchange rates, Explain the impact of changing exchange rates (both increase and decrease) on a businesses performance.</p>
Assessment	<p>Formative Assessment in books x2</p> <p>Summative end of topic assessment</p> <p>Live marking</p>	<p>Formative Assessment in books x2</p> <p>Summative end of topic assessment</p> <p>Live Marking</p>	<p>Formative Assessment in books x2</p> <p>Summative end of topic assessment</p> <p>Live Marking</p>	<p>Formative Assessment in books x2</p> <p>Summative end of topic assessment</p> <p>Live Marking</p>
Gatsby / SMSC	<p>Gatsby: Highlight the relevance of Business to careers pathways particularly In Entrepreneurship and marketing and future opportunities. (GB4)</p> <p>Development of oracy. (GB3)</p> <p>Linking learning curriculum to skills. (GB4)</p>	<p>Gatsby: Highlight the relevance of Business to careers pathways particularly In finance and future opportunities. (GB4)</p> <p>Employability skills gained such as communication, public speaking. Linking curriculum learning to careers (GB4)</p>	<p>Gatsby: Year 9 Options evening - Parents/carers will be encouraged to access and use information about labour markets and future study options to inform and offer support to the learners in their care. (GB2)</p> <p>Gatsby: Highlight the relevance of Business to careers pathways linked to indirect business careers(GB4)</p>	<p>Gatsby: Highlight the relevance of Business to careers pathways linked to economics careers specifically(GB4)</p>

### Year 11 (3x lessons p/week)

Week Number	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39
Topic/Theme	2.1- Growing the Business							2.2- Making Marketing Decisions					2.3- Making operational decisions					2.4- Making Financial Decisions					GCSE Examination Window																
Learning Outcomes	<ul style="list-style-type: none"> <li><b>Business Growth</b> Identify organic and inorganic growth, Describe different methods of organic and inorganic growth, Explain the impact of organic and inorganic growth on involved business.</li> <li><b>Sources of finance- large business</b> Identify both internal and external sources of finance, describe reasons for needing specific sources of finance, Explain positives and negatives of each source of business finance.</li> <li><b>Changes in business aims and objectives</b> Recall the difference between aims and objectives, describe examples of specific business aims and objectives, Explain potential reasons for changes in aims and objectives and</li> </ul>							<ul style="list-style-type: none"> <li><b>The marketing mix recall</b> Recall the 4 P's of marketing, describe decisions made about product, price, place and promotion, Explain the positives and negatives of making specific 4 P's choices.</li> <li><b>Product Lifecycle and the design mix</b> Identify the 5 stages of the product lifecycle, Describe what happens in each stage of the product lifecycle, Explain what decisions a business can make to extend their products lifecycle and the impact of these decisions on business operations.</li> <li>Identify the 3 areas of the design mix, Describe considerations a business must make in each area of the design mix, Explain the impact of focus on specific stages of the design mix on a businesses success.</li> <li><b>Price and pricing strategies</b></li> </ul>					<ul style="list-style-type: none"> <li><b>Methods of production</b> Identify the terms "Goods" and "Services", describe 3 different production methods a business can use (Batch, flow, job), Explain the positives and negatives of each method of production</li> <li><b>Effectiveness of production types</b> Identify suitable production methods for specific businesses, explain the impact of increased technology on each method of production, Explain how a business can benefit from increased technology in production.</li> <li><b>Managing Stock</b> Identify why businesses need to manage their stock, Describe the process of both just in time and just in case stock control, Explain the positives and negatives of both methods of stock control.</li> </ul> <p>Apply understanding of stock control methods to interpret stock control graphs, outline suitable timelines to order stock,</p>					<p><b>Business Calculations</b></p> <ul style="list-style-type: none"> <li><b>Calculation of profitability</b> Recall the difference between profit and revenue, Describe the difference between gross and net profit, calculate gross and net profit for a large business.</li> </ul> <p>Interpret the profitability of an enterprise, describe methods to improve Gross and Net profit, Justify why improvements to gross and net profit can be implemented.</p> <p>Recall the difference between Gross and Net profit, Describe the terms gross and net profit margin, calculate gross and net profit margin for a large business</p> <ul style="list-style-type: none"> <li><b>Return on investment</b> Identify the term "Average Rate of Return", Identify the formula for</li> </ul>																					

	<p>justification of why these may need to change.</p> <ul style="list-style-type: none"> <li>• <b>Globalisation</b> Identify the term globalisation and multinational business expansion, Describe how a business may choose to globalise, fully assess the opportunities and threats of larger businesses choosing to globalise</li> <li>• <b>Ethical Considerations</b> Identify the term “ethical”, describe methods of a business operating ethically, Assess the impact of ethical business activity on an enterprise.</li> <li>• <b>Environmental influences</b> Identify how a business can impact on the environment with their everyday activities, describe why a business must consider their environmental impact, suggest methods of limiting environmental impact of businesses.</li> </ul> <p>Identify the term “pressure group”, Describe examples of pressure groups and their beliefs, Explain the impact of pressure groups on larger businesses.</p>	<p>Identify the difference between pricing and cost, Describe 5 methods of pricing that a business can choose to use, Explain the impact of using each method of pricing for a business and consumers.</p> <ul style="list-style-type: none"> <li>• <b>Methods of promotion</b> Identify the term promotion, confidently describe 4 methods of promotion, Give examples of each type of promotion,</li> </ul> <p>Identify the impact of promotion for a business, Describe key factors that affect a businesses choice of promotion, Explain the impact of each method of promotion on a business.</p> <ul style="list-style-type: none"> <li>• <b>Choice of Place</b> Recall factors affecting location, describe how each factor can affect location, analyse important factors to consider for different types of businesses</li> </ul> <p>Identify the terms “distribution” and “distribution channel”, Describe different key terms associated with distribution including; “retailer”, “wholesaler”, “etailer”, outline different distribution channels a business is able to use and why this relates to the type of business.</p> <ul style="list-style-type: none"> <li>• <b>Impact of the marketing mix</b></li> </ul> <p>Identify the importance of a good marketing mix for a business, Describe positive choices that could be made in each area of the marketing mix, and explain the impact of making the right choices at each stage of the marketing mix.</p>	<p>explain the impact of surplus or lack of stock availability on a businesses success.</p> <ul style="list-style-type: none"> <li>• <b>Working with suppliers</b> Identify the term “supplier”, Describe methods of developing a positive relationship with suppliers, Explain the impact of working positively and negatively with suppliers as key stakeholders.</li> <li>• <b>Measuring and Managing quality</b></li> </ul> <p>Identify the terms “quality assurance” and “Quality Control”, Describe examples of when each is used within the production process, and explain the positives and negatives of each method of managing and measuring quality.</p> <ul style="list-style-type: none"> <li>• <b>The sales process</b> Identify the stages of the sales process, describe what happens at each stage of the sales process, Explain how a business can ensure each stage of the sales process meets customer needs.</li> </ul>	<p>“Average Rate of Return”, Calculate the ARR for a business.</p> <ul style="list-style-type: none"> <li>• <b>The use and interpretation of quantitative business data to support, inform and justify business decisions</b> Recall the difference between quantitative and qualitative data, interpret both types of data using: <ul style="list-style-type: none"> <li>• Information from graphs and charts</li> <li>• Financial data</li> <li>• Marketing data</li> </ul> Analyse business performance from qualitative and quantitative data.</li> </ul> <p><b>2.5 Making people decisions</b></p> <ul style="list-style-type: none"> <li>• <b>Organisational structures</b> Identify the difference between flat and tall business structures, Give examples of each type of organisational structures, outline the impact on both businesses and employees on each type of structure.</li> </ul> <p>Identify the difference between centralised and decentralised business structures, Give examples of each type of organisational structure, outline the impact on both businesses and employees on each type of structure.</p> <ul style="list-style-type: none"> <li>• <b>The importance of effective communication:</b> Identify why communication is necessary in business, outline examples of excessive and lack of communication, Explain the impact of both excessive and lack of communication on employee motivation.</li> </ul> <p>Barriers to effective communication, analysing the reason why these barriers exist.</p> <ul style="list-style-type: none"> <li>• <b>Methods of working</b></li> </ul>	
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Assessment	Formative Assessment in books x2 Summative end of topic assessment	Formative Assessment in books x2 Summative end of topic assessment Live Marking Whole school Mock Assessment	Formative Assessment in books x2 Summative end of topic assessment Live Marking	Formative Assessment in books x2 Summative end of topic assessment Live Marking	Walking Talking Mock GCSE Examination window
Gatsby / SMSC	<p>Gatsby: Highlight the relevance of Business to careers pathways particularly In economics and government and future opportunities. (GB4)</p> <p>Development of oracy. (GB3) Linking learning curriculum to skills. (GB4)</p> <p>SMSC: Understanding of ethical and environmentally friendly business operations. Understanding and investigating the role and impact of pressure groups.</p>	<p>Gatsby: Highlight the relevance of Business to careers pathways particularly In Marketing and future opportunities. (GB4)</p> <p>Development of oracy. (GB3) Linking learning curriculum to skills. (GB4)</p>	<p>Gatsby: Highlight the relevance of Business to careers pathways particularly In production and future opportunities. (GB4)</p> <p>Development of oracy. (GB3) Linking learning curriculum to skills. (GB4)</p>	<p>Gatsby: Highlight the relevance of Business to careers pathways particularly In production and future opportunities. (GB4)</p> <p>Development of oracy. (GB3) Linking learning curriculum to skills. (GB4)</p>	

Displays in all classrooms that link the subject with future career paths. Linking curriculum learning to careers (GB4).

All learners will have access to developing their softer skills (GB4)