



# NOTTINGHAM BRITISH SCHOOL – CURRICULUM DEVELOPMENT 2019



## Year 10 Business

	<b>October Assessment</b>	<b>December Assessment</b>	<b>March Assessment</b>	<b>June Assessment</b>	<b>Age Related Expectation</b> By the end of the year every student will be able to ....
	<p><b><u>Understanding business activity</u></b></p> <p><b>Business activity.</b></p> <p>The purpose and nature of business activity:</p> <ul style="list-style-type: none"> <li>• Concepts of needs, wants, scarcity and opportunity cost</li> <li>• Importance of specialisation</li> <li>• Purpose of business activity</li> <li>• The concept of adding value and how added value can be increased</li> </ul> <p><b>Classification of businesses.</b></p> <p>Business activity in terms of primary, secondary and tertiary sectors:</p> <ul style="list-style-type: none"> <li>• Basis of business classification, e.g. by using examples</li> <li>• Reasons for the changing importance of business</li> </ul>	<p><b><u>Understanding business activity</u></b></p> <p><b>Enterprise, business growth and size.</b></p> <p>Enterprise and entrepreneurship:</p> <ul style="list-style-type: none"> <li>• Characteristics of successful entrepreneurs</li> <li>• Contents of a business plan and how business plans assist entrepreneurs</li> <li>• Why and how governments support business start-ups, e.g. grants, training</li> </ul> <p>The methods and problems of measuring business size:</p> <ul style="list-style-type: none"> <li>• Methods of measuring business size, e.g. number of people employed, value of output, capital employed (<i>profit is not a method of</i> </li></ul>	<p><b><u>People in business</u></b></p> <p><b>Motivating workers.</b></p> <p>The importance of a well-motivated workforce:</p> <ul style="list-style-type: none"> <li>• Why people work and what motivation means</li> <li>• The concept of human needs – Maslow’s hierarchy</li> <li>• Key motivational theories: Taylor and Herzberg</li> </ul> <p>Methods of motivation:</p> <ul style="list-style-type: none"> <li>• Financial and non-financial rewards and methods</li> <li>• Recommend and justify appropriate method(s) of motivation in given circumstances</li> </ul> <p><b>Organisation and management.</b></p> <p>Draw, interpret and understand simple organisational charts:</p>	<p><b><u>Marketing</u></b></p> <p><b>Market research</b></p> <p>The role of market research and methods used:</p> <ul style="list-style-type: none"> <li>• Market-orientated businesses (uses of market research information to a business)</li> <li>• Primary research and secondary research (benefits and limitations of each)</li> <li>• Methods of primary research, e.g. postal questionnaire, online survey, interviews, focus groups; the need for sampling</li> <li>• Factors influencing the accuracy of market research data</li> </ul> <p>Presentation and use of market research results:</p> <ul style="list-style-type: none"> <li>• Analyse market research data shown in the form of graphs, charts and diagrams; draw simple conclusions from such data</li> </ul> <p><b>Marketing mix</b></p> <p>3Product:</p> <ul style="list-style-type: none"> <li>• The costs and benefits of developing new products</li> <li>• Brand image – impact on sales and customer loyalty</li> <li>• The role of packaging</li> </ul>	<p>Make effective use of relevant terminology, concepts and methods, and recognise the strengths and limitations of the ideas used in business.</p> <p>Apply their knowledge and critical understanding to current issues and problems in a wide range of business contexts.</p> <p>Distinguish between facts and opinions, and evaluate qualitative and quantitative data in order to help build arguments and make informed judgements.</p> <p>Appreciate the perspectives of a range of stakeholders in relation to the business environment, individuals, society, government and enterprise.</p> <p>Develop knowledge and understanding of the major groups and organisations within and outside business, and consider ways in which they are able to influence objectives, decisions and activities.</p>



## NOTTINGHAM BRITISH SCHOOL – CURRICULUM DEVELOPMENT 2019



	<p>classification, e.g. in developed and developing economies Classify business enterprises between private sector and public sector in a mixed economy</p> <p><b>Types of business organisations.</b></p> <p>The main features of different forms of business organisation:</p> <ul style="list-style-type: none"> <li>• Sole traders, partnerships, private and public limited companies, franchises and joint ventures</li> <li>• Differences between unincorporated businesses and limited companies</li> <li>• Concepts of risk, ownership and limited liability</li> <li>• Recommend and justify a suitable form of business organisation to owners/management in a given situation</li> <li>• Business organisations in the public sector, e.g. public corporations</li> </ul>	<p><i>measuring business size)</i></p> <ul style="list-style-type: none"> <li>• Limitations of methods of measuring business size</li> </ul> <p>Why some businesses grow and others remain small:</p> <ul style="list-style-type: none"> <li>• Why the owners of a business may want to expand the business</li> <li>• Different ways in which businesses can grow</li> <li>• Problems linked to business growth and how these might be overcome</li> <li>• Why some businesses remain small</li> </ul> <p>Why some (new or established) businesses fail:</p> <ul style="list-style-type: none"> <li>• Causes of business failure, e.g. lack of management skills, changes in the business environment</li> <li>• Why new businesses are at a greater risk of failing</li> </ul>	<ul style="list-style-type: none"> <li>• Simple hierarchical structures: span of control, hierarchy, chain of command and delegation</li> <li>• Roles, responsibilities and inter-relationships between people in organisations</li> </ul> <p>The role of management:</p> <ul style="list-style-type: none"> <li>• Functions of management – planning, organising, co-ordinating, commanding and controlling</li> <li>• Importance of delegation; trust versus control</li> </ul> <p>Leadership styles:</p> <ul style="list-style-type: none"> <li>• Features of the main leadership styles – autocratic, democratic and laissez-faire</li> <li>• Recommend and justify an appropriate leadership style in given circumstances</li> </ul> <p>Trade unions:</p> <ul style="list-style-type: none"> <li>• What a trade union is and the benefits of workers being union members</li> </ul>	<ul style="list-style-type: none"> <li>• The product life cycle: main stages and extension strategies; draw and interpret a product life cycle diagram</li> <li>• How stages of the product life cycle can influence marketing decisions, e.g. promotion and pricing decisions</li> </ul> <p>Price:</p> <ul style="list-style-type: none"> <li>• Pricing methods: cost plus, competitive, penetration, skimming and promotional; their benefits and limitations</li> <li>• Recommend and justify an appropriate pricing method in given circumstances</li> <li>• Understand the significance of price elasticity: difference between price elastic demand and price inelastic demand; importance of the concept in pricing decisions <i>(knowledge of the formula and calculations of PED will <b>not</b> be examined)</i></li> </ul> <p>Place – distribution channels:</p> <ul style="list-style-type: none"> <li>• Advantages and disadvantages of different channels</li> <li>• Recommend and justify an appropriate distribution channel in given circumstances</li> </ul> <p>Promotion:</p> <ul style="list-style-type: none"> <li>• The aims of promotion</li> </ul>	<p>Develop knowledge and understanding of how the main types of businesses are organised, financed and operated, and how their relations with other organisations, consumers, employees, owners and society are regulated.</p> <p>Develop skills of numeracy, literacy, enquiry, selection and use of relevant sources of information, presentation and interpretation.</p> <p>Develop an awareness of the nature and significance of innovation and change within the context of business activities.</p>
--	---	--	--	--	--



# NOTTINGHAM BRITISH SCHOOL – CURRICULUM DEVELOPMENT 2019



		<p><b>Business objectives and stakeholder objectives.</b></p> <p>Businesses can have several objectives – and the importance of these can change:</p> <ul style="list-style-type: none"> <li>• Need for business objectives and the importance of them</li> <li>• Different business objectives, e.g. survival, growth, profit and market share</li> <li>• Objectives of social enterprises</li> </ul> <p>The role of stakeholder groups involved in business activity:</p> <ul style="list-style-type: none"> <li>• Main internal and external stakeholder groups</li> <li>• Objectives of different stakeholder groups</li> <li>• Use examples to illustrate these objectives and how they might conflict</li> </ul> <p>Demonstrate an awareness of the differences in the aims and objectives of private sector and public sector enterprises</p>	<p><b>Recruitment, selection and training of workers.</b></p> <p>The methods of recruiting and selecting workers:</p> <ul style="list-style-type: none"> <li>• Recruitment and selection</li> <li>• Difference between internal and external recruitment</li> <li>• Main stages in recruitment and selection of staff</li> <li>• Benefits and limitations of part-time and full-time workers</li> </ul> <p>The importance of training and the methods of training:</p> <ul style="list-style-type: none"> <li>• Importance of training to a business and workers</li> <li>• Benefits and limitations of induction training, on-the-job training and off-the-job training</li> </ul> <p>Why reducing the size of the workforce might be necessary:</p> <ul style="list-style-type: none"> <li>• Difference between dismissal and redundancy with</li> </ul>	<ul style="list-style-type: none"> <li>• Different forms of promotion and how they influence sales, e.g. advertising, sales promotion</li> <li>• The importance of the marketing budget in making promotion decisions; need for cost effectiveness in spending the marketing budget</li> </ul> <p>Technology and the marketing mix:</p> <ul style="list-style-type: none"> <li>• Define and explain the concept of e-commerce</li> <li>• The opportunities and threats of e-commerce to business and consumers</li> <li>• Use of the internet and social networks for promotion</li> </ul> <p><b>Marketing strategy</b></p> <p>Justify marketing strategies appropriate to a given situation:</p> <ul style="list-style-type: none"> <li>• Importance of different elements of the marketing mix in influencing consumer decisions in given circumstances</li> <li>• Recommend and justify an appropriate marketing strategy in given circumstances</li> </ul> <p>The nature and impact of legal controls related to marketing:</p> <ul style="list-style-type: none"> <li>• Impact of legal controls on marketing strategy, e.g. misleading promotion, faulty and dangerous goods</li> </ul> <p>The opportunities and problems of entering new markets abroad:</p>	
--	--	--	--	---	--



## NOTTINGHAM BRITISH SCHOOL – CURRICULUM DEVELOPMENT 2019



			<p>examples to illustrate the difference</p> <ul style="list-style-type: none"><li>• Understand situations in which downsizing the workforce might be necessary, e.g. automation or reduced demand for products</li><li>• Recommend and justify which workers to recruit/make redundant in given circumstances</li></ul> <p>Legal controls over employment issues and their impact on employers and employees:</p> <ul style="list-style-type: none"><li>• Legal controls over employment contracts, unfair dismissal, discrimination, health and safety, legal minimum wage</li></ul> <p><b>Internal and external communication.</b></p> <p>Why effective communication is important and the methods used to achieve it:</p>	<ul style="list-style-type: none"><li>• Growth potential of new markets in other countries</li><li>• Problems of entering foreign markets, e.g. cultural differences and lack of knowledge</li><li>• Benefits and limitations of methods to overcome such problems, e.g. joint ventures</li></ul>	
--	--	--	---	---	--



## NOTTINGHAM BRITISH SCHOOL – CURRICULUM DEVELOPMENT 2019



			<ul style="list-style-type: none"><li>• Effective communication and its importance to business</li><li>• Benefits and limitations of different communication methods including those based on information technology (IT)</li><li>• Recommend and justify which communication method to use in given circumstances</li></ul> Demonstrate an awareness of communication barriers: <ul style="list-style-type: none"><li>• How communication barriers arise and problems of ineffective communication; how communication barriers can be reduced or removed</li></ul> <p><b><u>Marketing</u></b></p> <p><b>Marketing, competition and the customer</b></p> <p>The role of marketing:</p> <ul style="list-style-type: none"><li>• Identifying customer needs</li><li>• Satisfying customer needs</li></ul>		
--	--	--	---	--	--



## NOTTINGHAM BRITISH SCHOOL – CURRICULUM DEVELOPMENT 2019



			<ul style="list-style-type: none"><li>• Maintaining customer loyalty; building customer relationships</li></ul> Market changes: <ul style="list-style-type: none"><li>• Why customer/consumer spending patterns may change</li><li>• The power and importance of changing customer needs</li><li>• Why some markets have become more competitive</li><li>• How business can respond to changing spending patterns and increased competition</li></ul> Concepts of niche marketing and mass marketing: <ul style="list-style-type: none"><li>• Benefits and limitations of each approach to marketing</li></ul> How and why market segmentation is undertaken: <ul style="list-style-type: none"><li>• How markets can be segmented, e.g. according to age, socio-economic grouping, location, gender</li><li>• Potential benefits of segmentation to business</li></ul>		
--	--	--	---	--	--



## NOTTINGHAM BRITISH SCHOOL – CURRICULUM DEVELOPMENT 2019



			<ul style="list-style-type: none"><li>• Recommend and justify an appropriate method of segmentation in given circumstances Market research.</li></ul>		
--	--	--	---	--	--