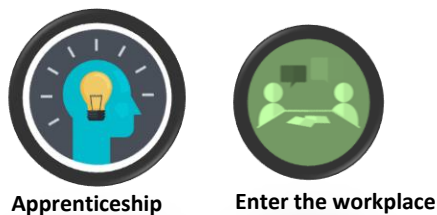
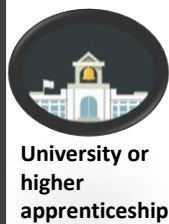


# GCSE Business Learning Journey at the MFG



Apprenticeship      Enter the workplace



University or higher apprenticeship



6<sup>th</sup> Form

EXAM RESULTS

Results day

Theme 2

Half Term

Theme 1

Re-visit revision & exam technique

Walking Talking mock Theme 2

Walking Talking mock Theme 1

Re-visit tricky topics

Reflection on previous tests

Easter

**Theme 2 Consolidation – Building a business**  
Theme 2 examines how a business develops beyond the start-up phase. It focuses on the key business concepts, issues and decisions used to grow a business, with emphasis on aspects of marketing, operations, finance and human resources. Theme 2 also considers the impact of the wider world on the decisions a business makes as it grows.

DIRT time

Year 11 PPE Exams

**Theme 2 Unit 5 – Making human resource decisions**  
Organisational structure, recruitment, training and motivation. This content looks at the importance of people in the workplace, as producers and sellers. The quantity and quality of staff is equally important as the quantity and quality of staff. Training makes people able and motivation makes them willing – both are essential for high productivity and good customer service.

**Theme 2 Unit 4 – Making financial decisions**  
Profit and profit margins and the interpretation of tabular and graphical financial, market and marketing data. This content builds on work done in Theme 1 Unit 3 and considers profit further in terms of gross and net profit, along with profit relative to sales as a measure of efficiency. The ARR is used as a measure of performance in terms of investments as part of the growth process.

Refine revision & exam technique

Christmas

**Theme 2 Unit 3 – Making operational decisions**  
Production methods, stock control, suppliers, quality and the sales process. This content builds on work done in Theme 1 Unit 2 and considers how goods are made and the reasons for particular methods being adopted and the trade-offs experienced from choosing one method over another. The quality and quantity of stock held is considered in the context of being able to meet customer needs, along with the sales process to support the competitive advantage of customer service.

**Theme 2 Unit 2 – Making marketing decisions**  
Product, price, place, promotion and the use of the 4P's in making marketing decisions. This content builds on work done in Theme 1 Unit 4 and considers the marketing mix as a way of meeting customer needs and differentiating from competitors in order to provide a competitive advantage.

Year 10 PPE Exams

Walking, talking PPE

Re-visit tricky topics

DIRT time

Year 11

**Theme 2 Unit 1 – Growing the business**  
Growth, changing business objectives and globalisation – this content introduces Theme 2, which is about 'Building a Business'. This content considers how and why businesses grow and the need for objectives to change as a result. It also considers globalisation and the opening up of new geographical markets to produce in or sell to resulting from improvements in technology and transport. Ethics are considered as larger businesses become more responsible to wider society.

Reflection on previous tests

Easter

Remind revision & exam technique

**Theme 1 Consolidation – 'Investigating a small business'**  
Theme 1 concentrated on the key business concepts, issues and skills involved in starting and running a small business. It provided a framework for students to explore core concepts through the lens of an entrepreneur setting up a business. In this theme, students were introduced to local and national business contexts and developed an understanding of how these contexts impact business behaviour and decisions.

**Theme 1 Unit 5 - Understanding external influences on business**  
Stakeholders, technology, legislation and the economy – this content begins to consider the fact that outside forces affect a business, these being internal and external stakeholders and external influences, which present both opportunities and threats and may lead to conflict arising, making decision making and planning more challenging for entrepreneurs and businesses.

**Theme 1 Unit 4 – Making the business effective**  
Ownership, location, the marketing mix and the role and content of a business plan – this content considers choices regarding ownership, along with the option of using franchising. The 4P's is introduced (built on it Theme 2) and place, otherwise known as location, is considered in further detail. The business plan will support finance applications such as loans considered in Theme 1 Unit 3.

Christmas

**Theme 1 Unit 3 – Putting a business idea into practice**  
Aims and objectives, sources of finance and financial performance in terms of profit and liquidity – this content considers the realities of running a business – finance may need to be sourced, e.g., selling share, loans, venture capital, retained profit and crowd-funding. Profit will be needed to achieve financial objectives and support LT growth, as well as cash being essential for ST survival.

Knowledge organisers support each unit. These are used extensively in class and copies are available on Teams for home use.

**Theme 1 Unit 2 – Spotting a business opportunity**  
Understanding the market – market research, segmentation of customers, customer needs and the competitive environment – this content introduces student to the idea that a business operates in a 'market' which needs to be understood to better support the achievement of rewards.

DIRT time – in class

12-MARK TOPIC TEST – 20 FOR THEME 1, 19 FOR THEME 2

END OF UNIT TEST – 25-30 MARKS

Numerical techniques

Exam skills

GCSE Business Year 10

**Theme 1 Unit 1 – Enterprise and entrepreneurship**  
Why and how new ideas come about, risk and reward of setting up a business, role of business enterprise and purpose of business activity – this content sets the scene for what businesses do and why they exist

**SKILLS BUILDING AND ASSESSMENT RUN THROUGHOUT THE COURSE**

Numerical techniques will be taught throughout the course. There are 4 x 2-mark calculations on each paper and 1 x 1-mark interpreting a line or bar graph, data table or pie-chart.

Exam skills will be taught throughout the course, building from 1-mark MCQ right up to 12-mark evaluation questions. Topic tests test knowledge and understanding in the main, so are capped at 6-marks, but usually focus on 1, 2 and 3-mark questions to build confidence and aid recall.

Topics are tested with timed low stakes 12-mark assessments and timed context-based assessments used at end of each unit for consolidation and extended writing practice. ALL assessments are DIRTED in class so that misunderstandings and misconceptions can be appropriately addressed.