

Our Mission at The Burgate School & Sixth Form

We provide a broad and diverse curriculum with a creative approach to learning that inspires curiosity, encourages collaboration, builds resilience and develops flexibility of thought.

Business

Year Group	Topics		Enquiry Questions
9	Autumn	<p style="text-align: center;">3.1: Business in the Real World</p> <p>3.1.1: The Purpose & Nature of Business</p> <p>3.1.2: Business Ownership</p> <p>3.1.3: Setting Business Aims & Objectives</p> <p>3.1.4: Stakeholders</p>	<ul style="list-style-type: none"> • Why do businesses exist? • Why start your own business? • What is the difference between goods and services, needs and wants? • What are the four factors of production? • What is opportunity cost? • What are the three different sectors? • What are the main characteristics of an entrepreneur? • Why might an entrepreneur choose to start a business? • What makes business dynamic? • What are the features, advantages & drawbacks of the following: Sole trader, Partnership, Private & Public limited companies? • What is the difference between unlimited and limited liability? • What influences share prices? • What are the main aims and objectives for businesses? • Why do objectives change? • What is meant by a stakeholder? • Who are the main stakeholders of a business, what are their main objectives? • How may stakeholders impact business decisions?
<p>Supportive Resources: CGP Guide purchased by students in Autumn term. Pages 2-10</p>			

<p>Tutor 2 U: https://www.tutor2u.net/business BBC Bitesize: https://www.bbc.co.uk/bitesize/examspecs/zvwb382</p>		
Spring	<p style="text-align: center;">3.1: Business in the Real World</p> <p>3.1.5: Location</p> <p>3.1.6: Business planning</p> <p><i>Exploration:</i> Using ICT to create their own business Plan. Use of Excel to calculate costs revenue & profit.</p> <p>3.1.7: Expanding a business</p> <p style="text-align: center;">3.4: Human Resources</p> <p>3.4.1: Organisational Structures</p>	<ul style="list-style-type: none"> • What are the factors that influence where a business locates? • Why do businesses create business plans? • What are the main sections of a business plan? • How do you calculate profit? • What is the difference between fixed and variable costs? • How do you calculate revenue? • How can a firm grow organically? • What is the difference between a merger and takeover? • What are the advantages and disadvantages of growing organically and inorganically? • What is meant by economies of scale? What are the types of economies of scale? • What are diseconomies of scale? What examples of diseconomies of scale? • How do you calculate average unit costs? • How do organisational structures benefit firms? • What is the difference between a flat and tall structure? • What do the following terms mean: Span of control, layering delegation? • What are the different job role within an organisation?
<p>Supportive Resources: CGP Guide purchased by students in Autumn term. Pages 11-16 & 42-44 Tutor 2 U: https://www.tutor2u.net/business BBC Bitesize: https://www.bbc.co.uk/bitesize/examspecs/zvwb382</p>		
Summer	<p style="text-align: center;">3.2: Human Resources</p> <p>3.4.2: Recruitment & Selection of workers</p>	<ul style="list-style-type: none"> • What are the advantages & disadvantages of internal and external recruitment? • What are the main stages in the recruitment process? • What are the benefits of having an effective recruitment & selection process?

		<p><i>Exploration:</i> Applying for a job</p> <p><i>Exploration:</i> Personal finance</p> <p>3.4.3: Motivating Employees</p> <p>3.4.4: Training</p> <p><i>Exploration:</i> Design a cereal box challenge – Use of ICT</p>	<ul style="list-style-type: none"> • What are the different contracts of employment? • What are the advantages to a firm of having full or part time employment? • What are the benefits of a motivated workforce? • What are the financial methods that could be used to motivate workers? • What are the non- financial methods that could be used to motivate workers? • What are the benefits of training your workforce? • What are the three methods of training that could take place? • What is the benefits and drawbacks of these? • Which training methods would be most appropriate for a given business?
<p>Supportive Resources: CGP Guide purchased by students in Autumn term. Pages 45-50 Tutor 2 U: https://www.tutor2u.net/business BBC Bitesize: https://www.bbc.co.uk/bitesize/examspecs/zvwb382</p>			
<p>10</p>	<p>Autumn</p>	<p>3.3: Business Operations</p> <p>3.3.1: Production processes</p> <p>3.3.2: The Role of procurement</p> <p>3.3.3: The Concept of Quality</p> <p>3.3.4: Customer Service</p>	<ul style="list-style-type: none"> • What is the difference between job and flow production? • When is it suitable to use each method of production • What is the difference between Just-in-time & Just-in-case stock control? • What is lean production? How can a firm be more lean? • What are the benefits of these stock control methods? • What are the three factors that affect the choice of supplier? • What is the difference between Logistics & procurement? • What is the value of an effective supply chain? • What are customer expectations in terms of quality? • How do firms identify quality issues? • What is TQM? • What are the benefits of TQM? • What are the costs and benefits of maintain quality? • What are examples of good customer service?

		<ul style="list-style-type: none"> • What are the benefits of good customer service? • What are the dangers of poor customer service? •
<p>Supportive Resources: CGP Guide purchased by students in Autumn term (year 9). Pages 32-39 Tutor 2 U: https://www.tutor2u.net/business BBC Bitesize: https://www.bbc.co.uk/bitesize/examspecs/zvwb382</p>		
Spring	<p style="text-align: center;">3.5: Marketing</p> <p>3.5.1: Identifying & understanding customers</p> <p>3.5.2: Segmentation</p> <p>3.5.3: The purpose & methods of market research</p> <p>3.5.4: The marketing mix: Product</p>	<ul style="list-style-type: none"> • Why is it important to identify and satisfy customer needs? • How can a firm segment the market? • Why do firms segment their market? • Why do firms conduct market research? • What is the difference between quantitative and qualitative Market research? • How do you calculate market size and growth? • What are the benefits and risks of developing new products? • What is a USP • What is the product life cycle, what are the stages? • What is a Boston Matrix? How is it used?
<p>Supportive Resources: CGP Guide purchased by students in Autumn term (year 9). Pages 53-61 Tutor 2 U: https://www.tutor2u.net/business BBC Bitesize: https://www.bbc.co.uk/bitesize/examspecs/zvwb382</p>		
Summer	<p style="text-align: center;">3.5: Marketing</p> <p>3.5.4: The marketing mix: Price</p> <p>3.5.4: The marketing mix: Promotion</p>	<ul style="list-style-type: none"> • What are the pricing methods a firm could choose? • What factors influence pricing decisions? • What promotional methods could a firm use? • What factors influence the promotional methods a firm chooses? • What channels of distribution can be used by a business? • Why is it important for firms to use E & M-Commerce?

		<p>3.5.4: The marketing mix: Place</p> <p><i>Exploration: The Tenner Challenge.</i></p>	<ul style="list-style-type: none"> • How do the 4P'S work together?
<p>Supportive Resources: CGP Guide purchased by students in Autumn term (year 9). Pages 62-68 Tutor 2 U: https://www.tutor2u.net/business BBC Bitesize: https://www.bbc.co.uk/bitesize/examspecs/zvwb382</p>			
11	Autumn	<p>3.6: Finance</p> <p>3.6.1: Sources of Finance</p> <p><i>Exploration: Personal Finance 2: Overdrafts & Mortgages</i></p> <p>3.6.2: Cash Flow</p> <p>3.6.3: Financial terms & calculations: Basic Calculations</p> <p>3.6.3: Financial terms & calculations: Break Even</p> <p>3.6.3: Financial terms & calculations: ARR</p> <p>3.6.4: Analysing financial performance: Income statement</p> <p>3.6.4: Analysing financial performance: Statement of financial position</p>	<ul style="list-style-type: none"> • What are the main sources of finance available to a business? • When is it most suitable to use a particular source of finance? • What is the difference between cash & profit? • Why is cash important to a business? • How would you solve particular cash flow problems for a business? • What are the main investment projects? How can you calculate the return on investment of these projects? • Why does a firm calculate their break-Even output? • What is margin of safety? • Why are financial statements important when assessing business performance? • How can financial statement be used to help make decisions? • What calculations can be used to measure profitability?
		<p>Supportive Resources: CGP Guide purchased by students in Autumn term (year 9). Pages 71-85 Revision schedule issued in September Tutor 2 U: https://www.tutor2u.net/business BBC Bitesize: https://www.bbc.co.uk/bitesize/examspecs/zvwb382</p>	

<p style="text-align: center;">Spring</p>	<p>3.2: Influences on Business</p> <p>3.2.1: Technology:</p> <p>3.2.2: Ethical & Environmental considerations</p> <p>3.2.3: The economic climate on business</p> <p>3.2.4: Globalisation</p> <p>3.2.5: Legislation</p> <p>3.2.6: Competitive Environment</p>	<ul style="list-style-type: none"> • How has the use of ICT changed, how has this influenced business? • What is the possible tradeoff between ethics & profit? • How do firms behave ethically? • How do firms accept greater environmental responsibility? • How do interest rates impact businesses? • What is the relationship between incomes and consumer spending habits? • How are we becoming more globalised? • What are the impacts on exchange rates to a business? • How do employment & consumer laws impact business's • What are the impacts of competition on business? • What are the risks a firm will face? How can these be minimized?
	<p>Supportive Resources: CGP Guide purchased by students in Autumn term (year 9). Pages 19-29 Revision schedule issued in September Tutor 2 U: https://www.tutor2u.net/business BBC Bitesize: https://www.bbc.co.uk/bitesize/examspecs/zvwb382</p>	
<p style="text-align: center;">Summer</p>	<p>Revision: Business in the real world</p> <p>Revision: Human Resources</p> <p>Revision: Business Operations</p> <p>Revision: Marketing</p> <p>Revision: Finance</p>	
<p>Supportive Resources: CGP Guide purchased by students in Autumn term. Revision schedule issued in September</p>		

	Past Paper pack for paper 1 & 2 Revision guide pack issued in year 10 and completed throughout year 11 Tutor 2 U: https://www.tutor2u.net/business BBC Bitesize: https://www.bbc.co.uk/bitesize/examspecs/zvwb382			
12	Autumn	Theme 1: Marketing & People <u>1.1: Meeting Customer needs:</u> 1.1.1: The Market 1.1.2: Market Research 1.1.3: Marketing positioning <u>1.3: Marketing Mix & Strategy:</u> 1.3.1 Product Service design 1.3.2 Branding & promotion 1.3.3 Pricing Strategies 1.3.4 Distribution 1.3.5 Marketing Strategy	Meeting Customer Needs How does competition affect business markets? How do firms anticipate consumer needs & wants? How can a firm add value? What is the purpose of product differentiation?	Marketing Mix & Strategy What social changes have taken place which affect the choice of design mix? How can firms build a brand? What are the benefits to strong branding? What factors determine the most appropriate pricing strategy for a firm? How have social trends affected the marketing mix?
	Supportive Resources: A-Level Edexcel CGP Guide purchased by students in Autumn term. Tutor 2 U: https://www.tutor2u.net/business BBC Bitesize: https://www.bbc.co.uk/bitesize/examspecs/zvwb382 Edexcel – past papers: https://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.coursematerials.html#filterQuery=Pearson-UK:Category%2FExam-materials			
	Spring	Theme 1: Marketing & People <u>1.4: Managing People:</u> 1.4.1 Approaches to staffing 1.4.2 Recruitment Selection & Training 1.4.3 Organisational Design 1.4.4 Motivation in theory & practice	Managing People How can firms have a flexible workforce? What is the importance of employer & employee relationships?	Entrepreneur & Leaders What are the roles of an entrepreneur? What is the most suitable business form? What objectives should a firm choose?

	<p>1.4.5 Leadership</p> <p style="text-align: center;">Theme 3: Business Decision & Strategy</p> <p>3.5.3 Human Resources</p> <p style="text-align: center;">Theme 1: Marketing & People</p> <p><u>1.5: Entrepreneur & leaders</u></p> <p>1.5.1 Role of an entrepreneur</p> <p>1.5.2 Entrepreneurial motives & characteristics</p> <p>1.5.3 Business objectives</p> <p>1.5.4 Forms of business</p> <p>1.5.5 Business choices</p> <p>1.5.6 Moving from entrepreneur to leader</p> <p style="text-align: center;">Theme 2: Managing Business Activities</p> <p><u>2.1: Raising Finance</u></p> <p>2.1.1 Internal finance</p> <p>2.1.2 External Finance</p> <p>2.1.3 Liability</p> <p><u>2.4: Resource Management</u></p> <p>2.4.1 Production, productivity & efficiency</p> <p>2.4.2: Capacity Utilisation</p>	<p>How do organisational structure impact efficiency & motivation?</p> <p>What is the best way to motivate a worker in a given situation?</p> <p>Which type of leadership style is best?</p> <p style="text-align: center;">Raising Finance</p> <p>What source of finance would be most suitable for a business?</p> <p>What finance is most appropriate for limited and unlimited liability businesses?</p>	<p style="text-align: center;">Resource Management</p> <p>How should a business decide what production methods is most appropriate?</p> <p>How can each production method increase efficiency?</p> <p>What is the implication of over and under utilisation of capacity?</p> <p>What is the best way to improve capacity utilisation?</p>
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Summer	<p>Theme 2: Managing Business Activities</p> <p><u>2.1: Raising Finance</u> 2.1.4 Planning Cash Flow forecasting</p> <p>2.2: Financial Planning 2.2.2 Sales Revenue & Costs 2.2.3 Break-Even 2.2.4 Budgets</p> <p><u>2.4: Resource Management</u> 2.4.3 Stock Control 2.4.4 Quality Management</p> <p><u>2.5: External influences</u> 2.5.1: Economic Influences 2.5.2: Legislation 2.5.3: The competitive environment</p> <p>Theme 1: Marketing & People</p> <p><u>1.2: Market</u> 1.2.1 Demand 1.2.2 Supply 1.2.3 Markets</p>	<p>Financial Planning</p> <p>Why is cash important to a business?</p> <p>Why is financial planning key to business success?</p> <p>External Influences</p> <p>What impact can economic uncertainty have on business?</p> <p>How does legislation impact firms?</p> <p>Is competition good for business?</p> <p>How are scarce resources allocated in a free market?</p> <p>How are prices decided?</p>	<p>Resource Management</p> <p>Why is quality important to a firm?</p> <p>How can a firm monitor quality?</p> <p>How can businesses manage and maintain quality?</p> <p>The Market</p> <p>What factors lead to a change in demand?</p> <p>What factors lead to a change in supply?</p> <p>What is the significance of income elasticity of demand to a business?</p> <p>What is the significance of price elasticity of demand to a business?</p>

		1.2.4 Price elasticity of demand 1.2.5 Income elasticity of demand	Why do we respond differently to price changes in various industries?	
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13	Autumn	<p>Theme 2: Managing Business Activities</p> <p><u>2.3: Managing Finance</u> 2.3.1 Profit 2.3.2 Liquidity 2.3.3 Business Failure</p> <p>Theme 3: Business Decision & Strategy</p> <p><u>3.5: Assessing Competitiveness</u> 3.5.1: Interpretation of financial statements 3.5.2 Ratio analysis</p> <p><u>3.1: Business Objectives & Strategy</u> 3.1.1 Corporate objectives 3.1.2 Theories of corporate strategy 3.1.3 SWOT Analysis 3.1.4 Impact of external Influences</p> <p><u>3.2: Business Growth</u> 3.2.1 Growth 3.2.2 Mergers & takeovers</p>	<p>Managing Finance</p> <p>Why is liquidity important to a business?</p> <p>How can a firm control its liquidity?</p> <p>Why is profit important to a business?</p> <p>How can a firm use profit to make them more efficient & competitive?</p> <p>Influences on Decision making.</p>	<p>Business objectives & Strategy</p> <p>What is strategy?</p> <p>How can a business develop a corporate strategy?</p> <p>How can external factors impact firms & their competitiveness?</p> <p>Business Growth</p> <p>What is best: Organic or inorganic growth?</p> <p>What is the problem with rapid growth?</p> <p>Why would a firm want to stay small?</p> <p>Decision making techniques</p>

	<p>3.2.3 Organic Growth 3.2.4 Reasons for staying small</p> <p><u>3.3: Decision making techniques</u> 3.3.1 Quantitative sales forecasting 2.2.1 Sales forecasting (Theme 2) 3.3.3 Decision trees</p> <p><u>3.4: Influences on decision making</u> 3.4.1 Corporate influences 3.4.2 Corporate Culture</p>		<p>What technique is best for a firm to use when making a decision?</p>
<p>A-Level Edexcel CGP Guide purchased by students in Autumn term. Tutor 2 U: https://www.tutor2u.net/business BBC Bitesize: https://www.bbc.co.uk/bitesize/examspecs/zvwb382 Edexcel – past papers: https://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.coursematerials.html#filterQuery=Pearson-UK:Category%2FExam-materials Past paper packs issued in September – year 13. Directed study packs completed in year 12. Themes 1 & 2 Revision Schedule issued in September – year 13</p>			
Spring	<p>Theme 3: Business Decision & Strategy</p> <p><u>3.3: Decision making techniques</u> 3.3.2 Investment appraisal 3.3.4 Critical path analysis</p> <p><u>3.4: Influences on decision making</u> 3.4.3 Shareholder versus Stakeholders 3.4.2 Business Ethics & 4.4.2 Ethics</p> <p><u>3.6: Managing Change</u> 3.6.1 Causes & effects of change 3.6.2 Key Factors in change</p>	<p>Influences on decision making</p> <p>Should business stake a long-term or short-term approach to decision making?</p> <p>What is the best culture for a business?</p> <p>Which stakeholder has the most decision making power in business?</p>	<p>Decision making techniques</p> <p>What technique is best for a firm to use when making a decision?</p> <p>Are decision making techniques a good use of time for business?</p> <p>Managing Change</p> <p>Can a business really prepare for change?</p>

		<p>3.6.3 Scenario planning</p> <p>Theme 4: Global Business</p> <p><u>4.1: Globalisation</u></p> <p>4.1.1 Global economies</p> <p>4.1.2 International trade & business growth</p> <p>4.1.3 Factors contributing to increased globalisation</p> <p>4.1.4 Protectionism</p> <p>4.1.5 Trading blocs</p> <p><u>4.3: Global Marketing</u></p> <p>4.3.1 Marketing</p> <p>4.3.2 Niche Markets</p> <p>4.3.3 Cultural & Social factors</p>	<p>Why should a business behave ethically?</p> <p>Why is CSR important?</p> <p>Global Marketing</p> <p>How can a firm develop their marketing strategy when attracting global markets</p> <p>Are global markets worth the investment?</p> <p>What cultural and social factors needs to be considered when attracting global markets</p>	<p>Globalisation</p> <p>Is globalization good for business?</p> <p>What factors have led to increased globalization?</p> <p>Are trading blocs beneficial to business?</p>
<p>A-Level Edexcel CGP Guide purchased by students in Autumn term. Tutor 2 U: https://www.tutor2u.net/business BBC Bitesize: https://www.bbc.co.uk/bitesize/examspecs/zvwb382 Edexcel – past papers: https://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.coursematerials.html#filterQuery=Pearson-UK:Category%2FExam-materials Past paper packs issued in September – year 13. Directed study packs completed in year 12. Themes 1 & 2 Revision Schedule issued in September – year 13</p>				
Summer		<p>Theme 4: Global Business</p> <p><u>4.2 Global Markets & Business expansion</u></p> <p>4.2.1 Conditions that prompt trade</p>	<p>Global Companies</p> <p>What do global companies bring to the local & national economy?</p>	<p>Global markets & Business expansion</p> <p>What makes a country appealing to a business wishing to expand globally?</p>

	<p>4.2.2 Assessment of a country as a market 4.2.3 Assessment of a country as a production location 4.2.4 Reasons for global mergers or joint ventures 4.2.5 Global competitiveness</p> <p><i>4.4 Global Companies</i> 4.4.1 The impact of MNCs 4.4.3 Controlling MNCs</p> <p>We aim to have plenty of directed lesson time for revision to prepare students for their external examinations. Timed essays will take place to help with questioning and timings (this also happens throughout the course)</p>	<p>What is the best way to control a MNC?</p>	<p>How can a firm compete globally?</p>
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