

PLC – *GCSE Business*

1 – Business activity, Marketing and People		Confidence of Knowledge at...					
1. Business Activity		Red	Amber	Green	Red	Amber	Green
1.1.	<p style="text-align: center;"><u>The role of business enterprise and entrepreneurship</u></p> <p>a) The purpose of business activity and enterprise - spotting an opportunity, developing an idea for a business, satisfying the needs of customers</p> <p>b) Characteristics of an entrepreneur - creativity, risk taking, determination, confidence</p> <p>c) The concept of risk and reward</p>						
1.2.	<p style="text-align: center;"><u>Business planning</u></p> <p>a) The purpose of planning business activity - reducing risk, helping a business to succeed</p> <p>b) The role, importance and usefulness of a business plan - identify markets, help with obtaining finance, identifying resources a business needs to operate, achieving business aims and objectives</p>						
1.3.	<p style="text-align: center;"><u>Business ownership</u></p> <p>a) The features of different types of business ownership - sole traders, partnerships, private and public limited companies</p> <p>b) The concept of limited liability</p> <p>c) The suitability of differing types of ownership in different business contexts - start-ups and established businesses</p>						
1.4.	<p style="text-align: center;"><u>Business aims and objectives</u></p> <p>a) The aims and objectives of business - profit, survival, growth, providing a service, market share</p> <p>b) How and why objectives might change as businesses evolve</p> <p>c) Why different businesses may have different objectives</p>						
1.5.	<p style="text-align: center;"><u>Stakeholders in business</u></p> <p>a) The roles and objectives of internal and external stakeholder groups - owners, employees, customers, suppliers, government, local community</p> <p>b) The effect business activity has on stakeholders</p>						

	c) The effect stakeholders have on business						
1.6.	<p style="text-align: center;"><u>Business growth</u></p> <p>a) Organic growth - increasing output, gaining new customers, developing new products, increasing market share</p> <p>b) External growth - mergers, takeovers including horizontal, vertical and diversification</p>						
2	Marketing	Red	Amber	Green	Red	Amber	Green
2.1.	<p style="text-align: center;"><u>The role of marketing</u></p> <p>a) The purpose of marketing within business - the importance to a business of identifying and understanding its customers, informing customers, increasing sales</p>						
2.2.	<p style="text-align: center;"><u>Market research</u></p> <p>a) The purpose of market research - identifying and understanding customers needs</p> <p>b) Primary research methods - questionnaires, interviews, trialling, focus groups</p> <p>c) Secondary research sources - newspapers and magazines, census, websites, internal data</p> <p>d) How appropriate different methods and sources of market research are for different business purposes</p> <p>e) The use and interpretation of qualitative and quantitative data in market research</p>						
2.3.	<p style="text-align: center;"><u>Market segmentation</u></p> <p>a) The use of segmentation to target customers - age, gender, income, location, lifestyle</p>						
2.4.	<p style="text-align: center;"><u>The marketing mix and the importance of the four P's</u></p> <p>a) Product - design, invention, innovation</p> <p>b) Product – stages of the product life cycle - introduction, growth, maturity, decline</p> <p>c) Pricing methods - skimming, cost-plus, penetration, competitor, promotional</p> <p>d) Promotion – point of sale - price reductions, loss leaders, competitions, free samples</p>						

	<p>e) Promotion – advertising - social media, websites, print media, television, radio</p> <p>f) Place – distribution of products and services - digital and physical distribution channels</p> <p>g) How the four P's of the marketing mix work together</p> <p>h) The use of the marketing mix to inform and implement business decisions</p> <p>i) Interpretation of market data - changes in demand, target market and market share, changes in product and effects of promotion</p>						
3	People	Red	Amber	Green	Red	Amber	Green
3.1.	<p><u>The role of human resources</u></p> <p>a) The purpose of human resource in business - identifying and meeting the human resource needs of a business</p>						
3.2.	<p><u>Organisational structures and different ways of working</u></p> <p>a) Different organisational structures - tall, flat</p> <p>b) The terminology of organisational charts - span of control, chain of command, delegation, subordinates, authority</p> <p>c) Why businesses have different organisational structures - importance of effective communication, different job roles and responsibilities, different ways of working</p> <p>d) Ways of working - full-time, part-time, flexible working, temporary work, working from home, working whilst mobile, self-employed</p>						
3.3.	<p><u>Communication in business</u></p> <p>a) Ways of communicating in a business context - letter, email, text, phone, meeting/presentation, social media, website</p> <p>b) The importance of business communication</p> <p>c) the influence of digital communication on business activity</p>						
3.4.	<p><u>Recruitment and selection</u></p> <p>a) Why businesses recruit - replace employees who leave, business growth, skill gaps</p> <p>b) The use of different recruitment methods to meet different business needs - internal methods, external methods, job description and person specification</p>						

	c) Methods of selection - CV, application form, letter of application, interviews, tests, group activities, references						
3.5.	<u>Motivation and retention</u> a) Financial methods of motivation - pay, bonuses, profit sharing, fringe benefits b) Non-financial methods of motivation - praise, award schemes, working environment c) The importance of employee motivation - improved employee performance, helps employee retention d) The importance of employee retention - already familiar with business and customers, saves time and expense of recruitment						
3.6.	<u>Training and development</u> a) Different training methods - induction, on the job, off the job b) Why businesses train their workers - development of the business, improve productivity, skill shortages, customer service, motivation and retention c) Staff development - vocational and academic qualifications, apprenticeships d) The benefits to employees and businesses of staff development						
3.7.	<u>Employment law</u> a) The impact of current legislation on recruitment and employment - discrimination, employee's right to a contract, holidays, hours of work						
2 – Operations, finance and influences on business		Confidence of Knowledge at...					
4	Operations	Red	Amber	Green	Red	Amber	Green
4.1.	<u>Production processes</u> a) Different production processes and their impact on the business - job, batch, flow b) The influence of technology on production and the impact on business - automation, computers and robots						
4.2.	<u>Quality of goods and services</u> a) The concept of quality						

	b) Methods of ensuring quality - quality control, quality assurance						
4.3.	<u>The sales process and customer service</u> a) Methods of selling - e-commerce, face to face, telesales b) The influence of e-commerce on business activity c) The importance to a business of good customer service including after sales service - to gain and retain customers d) The contribution of product knowledge and customer engagement to good customer service						
4.4.	<u>Consumer law</u> a) The impact of consumer law on business - reputation of the business, safety and satisfactory quality of goods						
4.5.	<u>Business location</u> a) Factors affecting business location: - costs, the proximity to market, labour and materials						
4.6.	<u>Working with suppliers</u> a) The role of procurement - identifying goods and services to buy, choosing suppliers, ordering goods and services, receiving deliveries from suppliers b) The impact of logistical and supply decisions on businesses - time, length of supply chain, reliability of supply, costs, customer service						
5	Finance	Red	Amber	Green	Red	Amber	Green
5.1.	<u>The role of the finance function</u> a) The purpose of the finance function - provide financial information, support business planning and decision making b) The influence of the finance function on business activity						
5.2.	<u>Sources of finance</u> a) The reasons businesses need finance - establishing a new business, funding expansions, to run the business, recruitment, marketing b) Ways of raising finance						

	- loan, overdraft, trade credit, retained profit, sale of assets, owner's capital, new partner, share issue, crowdfunding c) How and why different sources of finance are suitable for new and established businesses						
5.3.	<u>Revenue, costs, profit and loss</u> a) The concept of revenue, costs, profit and loss in business and their importance in business decision making b) The different costs in operating a business - fixed, variable, total c) Calculations of costs and revenue d) Calculations of profit/loss - gross profit, net profit e) Calculation and interpretation of profitability ratios - gross profit margin, net profit margin f) Calculation and interpretation of average rate of return						
5.4.	<u>Break-even</u> a) The concept of break-even - total costs = total revenue b) Simple calculation of break-even quantity c) The usefulness of break-even in business decision making - informs marketing and planning decisions						
5.5.	<u>Cash and cash flow</u> a) The importance of cash to a business - providing liquidity, enables business to meet short-term debts/expenses b) The difference between cash and profit c) The usefulness of cash flow forecasting to a business - planning tool, anticipates periods of cash shortage, enables remedies to be put in place for shortages, provides targets						
6	Influences on business	Red	Amber	Green	Red	Amber	Green
6.1.	<u>Ethical and environmental considerations</u> a) Ethical considerations and their impact on businesses - treatment of workers/suppliers/customers, sourcing of material, marketing decisions b) Environmental considerations and their impact on businesses						

	- sustainability, waste disposal, pollution, climate change						
6.2.	<u>The economic climate</u> a) The economic climate and its impact on businesses - changing levels of consumer income and unemployment						
6.3.	<u>Globalisation</u> a) The concept of globalisation b) The impact of globalisation on businesses - the growth of multinational corporations, influences on business location, international branding, how businesses compete internationally						
7	The interdependent nature of business	Red	Amber	Green	Red	Amber	Green
7.1.	a) The interdependent nature of business operations, finance, marketing and human resources within a business context b) How these interdependencies underpin business decision making c) The impact of risk and reward on business activity d) The use of financial information in measuring and understanding business performance and decision making						

