



	Theme	Overview of key learning to take place	How learning will be assessed
Term 3	Past and specimen papers	<p>Key topic 1: Understanding business activity.</p> <ul style="list-style-type: none"> a) I can explain the purpose and nature of business activity. b) I can categorise and explain Business activity in terms of primary, secondary, and tertiary sectors. c) I can classify business enterprises between private sector and public sector in a mixed economy. d) I can define Enterprise and entrepreneurship. e) I can explain and apply Methods of measuring business size, e.g. number of people employed, value of output, capital employed. f) I can discuss why some businesses grow and others remain small. g) I can identify the main features of different forms of business organisation. h) I can explain and analyse why Businesses can have several objectives and the importance of them can change. i) I can discuss the role of stakeholder groups involved in business activity. j) I can analyse and evaluate differences in the objectives of private sector and public sector enterprises. <p>Key topic 2: People in business</p> <ul style="list-style-type: none"> a) I can argue the importance of a well-motivated workforce and the benefits of using methods of motivation. b) I can draw, interpret, and understand simple organisational charts. c) I can explain the role of management. d) I can identify the main features of leadership styles can explain what a trade union is and the effects of employees being union members. 	<p>Formative assessment to take place 4 times per term. Feedback will be given to help students to improve and progress in the topic area. Grades will not be given at this time. Past Papers to be used across campuses will be:</p> <ul style="list-style-type: none"> • May/June 2016 Paper 1 and 2 • Oct/Nov 2016 Paper 1 and 2 • May/June 2019 Paper 1 and 2 • May/June 2016 Paper 1 and 2 • Specimen Paper 2020 <p>Examples of Formative Assessment to be used this term: Past Paper based projects. Quizzes</p> <p>Summative assessment at end of year external CIE Exams</p>

- e) I can identify and explain the main stages of recruitment and understand the difference between internal and external recruitment.
- f) I can identify and explain the benefits and limitations of part-time and full-time workers.
- g) I can understand the importance of training to a business and employees.
- h) I can understand the benefits and limitations of induction training, on-the-job and off-the-job training.
- i) I can explain the difference between dismissal and redundancy.
- j) I can identify and explain situations when downsizing may be necessary.
- k) I can identify factors and be able to explain and justify which workers should be recruited/made redundant in given circumstances.
- l) I can analyse and evaluate why effective communication is important and the methods used to achieve it.
- m) I can demonstrate an awareness of communication barriers.

Key topic 3: Marketing

- a) I can understand the role of marketing and why it is important for businesses to satisfy the needs of both existing and new customers.
- b) I can identify and explain the benefits and limitations of each approach to marketing.
- c) I can identify how and why market segmentation is undertaken and select and justify an appropriate method of segmentation in given circumstances.
- d) I can understand the need for market research and the methods used.
- e) I can present and use market research results.
- f) I can identify and explain the costs and benefits of developing new products.
- g) I can explain the concept of brand image and its impact on sales and customer loyalty.
- h) I can identify and explain the role of packaging.

- i) I can draw and interpret a product life cycle diagram, identify, and explain the main stages of the product life cycle, including extension strategies; and explain how stages of the product life cycle can influence marketing decisions.
- j) I can explain how the internet and social networks are used for promotion.

Key topic 4: Operations management

- a) I can explain the meaning of production.
- b) I can identify the main methods of production.
- c) I can discuss how technology has changed production methods, e.g., using computers in design and manufacturing.
- d) I can identify and classify costs.
- e) I can explain the concepts of economics and diseconomies of scale.
- f) I can calculate and explain the Break-even analysis graph
- g) I can explain why quality is important and how quality production might be achieved.
- h) I can describe the main factors influencing the location and relocation decisions of a business.

Key topic 5: Financial information and decisions

- a) I can explain the need for business finance.
- b) I can identify and explain the main sources of finance.
- c) I can apply and how to interpret a simple cash-flow forecast.
- d) I can analyse the concept and importance of working capital.
- e) I can explain what profit is and why it is important.
- f) I can discuss the main features of an income statement, e.g., revenue, cost of sales, gross profit, profit and retained profit.
- g) I can interpret a simple statement of financial position and make deductions from it, e.g., how a business is financing its activities and what assets it owns, sale of inventories to raise finance (constructing statements of financial position will not be assessed)
- h) I can interpret the financial performance of a business by calculating and analysing profitability ratios and liquidity ratios.

Key topic 6: External influences on business activity

- a) I can understand the main stages of the business cycle.
- b) I can identify government economic objectives, e.g., increasing Gross Domestic Product (GDP).
- c) I can explain the impact on business of changes in employment levels, inflation, and Gross Domestic Product.
- d) I can explain the impact of changes in taxes and Government spending.
- e) I can explain the impact of changes in interest rates can affect business activity.
- f) I can explain how businesses might respond to these changes.
- g) I can explain the environmental concerns and ethical issues as both opportunities and constraints for businesses.
- h) I can understand the importance of globalization and explain the opportunities and threats of globalization for businesses.
- i) I can identify and explain the reasons for the importance and growth of MNCs.
- j) I can understand how exchange rate changes can affect businesses as importers and exporters of products, e.g., prices, competitiveness, profitability.