

The Shuttleworth Way

Core Documentation for Departments



Brief overview

Year 10 begin their KS4 Business scheme of work by looking at component 1. This component introduces learners to business concepts and issues concerning the activities of a business. It explores the purpose and role of a business from first spotting an enterprising opportunity through to the growth of an established business.

This component is made up of three topics:

- Topic 1 Business Activity- Learners explore how and why businesses start and grow.
- Topic 2 Marketing- Learners explore the purpose and role of marketing within business and how it influences business activity and the decisions businesses.
- Topic 3 People- Learners explore the purpose and role of human resources within business and how it influences business activity and the decisions

Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Unit title	Topic 1: Business Activity	Topic 1: Business Activity	Topic 2 Marketing	Topic 2 Marketing	Topic 3 People	Revision and exam technique
Big question/ core concept	<ul style="list-style-type: none"> • What is a business? • Why do people start a business? • What are the risks of starting a business? • What makes an entrepreneur? • What is a business plan? • What are the different types of businesses? 	<ul style="list-style-type: none"> • What are the aims and objectives of a business? • Who are the stakeholders of a business? • How do stakeholders impact a business? • What is organic growth and external growth? 	<ul style="list-style-type: none"> • What is the purpose of marketing? • What are the different types of market research? 	<ul style="list-style-type: none"> • What is market segmentation? • What is the marketing mix? • What is the product life cycle? • How do the different elements of the marketing mix work together? 	<ul style="list-style-type: none"> • What is the purpose of the human resource department? • What are the different organisational structures? • How can different people communicate in a business? • How do organisation recruit new staff? 	
Knowing	<p>1.1 The role of business enterprise and entrepreneurship</p> <ul style="list-style-type: none"> • The purpose of business activity and enterprise • Characteristics of an entrepreneur • The concept of risk and reward <p>1.2 Business planning</p> <ul style="list-style-type: none"> • The purpose of planning business activity • The role, importance and usefulness of a business plan 	<p>1.4 Business aims and objectives</p> <ul style="list-style-type: none"> • The aims and objectives of business • How and why objectives might change as businesses evolve • Why different businesses may have different objectives <p>1.5 Stakeholders in business</p> <ul style="list-style-type: none"> • The roles and objectives of internal and external stakeholder groups • The effect business activity has on stakeholders 	<p>2.1 The role of marketing</p> <ul style="list-style-type: none"> • The purpose of marketing within business <p>2.2 Market research</p> <ul style="list-style-type: none"> • The purpose of market research • Primary research methods • Secondary research sources • How appropriate different methods and sources of market research are for different business purposes • The use and interpretation of qualitative and 	<p>2.3 Market segmentation</p> <ul style="list-style-type: none"> • The use of segmentation to target customers <p>2.4 The marketing mix</p> <ul style="list-style-type: none"> • The four Ps of the marketing mix and their importance • The product • The product - stages of the product life cycle • Pricing methods • Promotion - point of sale • Promotion – advertising • Place - distribution of products and services 	<p>3.1 The role of human resources</p> <ul style="list-style-type: none"> • The purpose of human resources within business <p>3.2 Organisational structures and different ways of working</p> <ul style="list-style-type: none"> • Different organisational structures • The terminology of organisation charts • Why businesses have different organisational structures • Ways of working <p>3.3 Communication in business</p>	<p>Revision</p> <ul style="list-style-type: none"> • Topic 1 Business Activity • Topic 2 Marketing • Topic 3 People <p>Exam Technique</p> <ul style="list-style-type: none"> • Identify –Remembering information. • Describe- This type of question can be seen as the 'what is it?' command verb. • Explain –This is the 'how does something work/do?' command. • Discuss – Students will need to provide a response that explores the issue or

	1.3 Business ownership <ul style="list-style-type: none"> The features of different types of business ownership The concept of limited liability The suitability of differing types of ownership in different business contexts 	<ul style="list-style-type: none"> The effect stakeholders have on business 1.6 Business growth <ul style="list-style-type: none"> Organic growth External growth 	quantitative data in market research	<ul style="list-style-type: none"> How the four Ps of the marketing mix work together The use of the marketing mix to inform and implement business decisions Interpretation of market data 	<ul style="list-style-type: none"> Ways of communicating in a business context The importance of business communications The influence of digital communication on business activity 3.4 Recruitment and selection <ul style="list-style-type: none"> Why businesses recruit The use of different recruitment methods to meet different business needs Methods of selection 	<p>situation that is being targeted in the question.</p> <ul style="list-style-type: none"> Analyse – This question requires students to look at an idea or information that needs to be examined and each part explored. Evaluate – This is when students are required to provide a reasoned argument.
Applying	1.1 The role of business enterprise and entrepreneurship <ul style="list-style-type: none"> Students will describe the activities of different businesses. Students will describe the different methods businesses use to generate ideas. Students will define what is meant by an entrepreneur Students will identify and explain what motivates an entrepreneur Students will identify and describe the different characteristics of an entrepreneur. Students will be able to analyse the relationship between risk and reward in business. 1.2 Business planning <ul style="list-style-type: none"> Students will identify the components of a business plan Students will describe the importance of a business plan in various scenarios. Students will be able to analyse the advantages and disadvantages of producing a business plan. 1.3 Business ownership	1.4 Business aims and objectives <ul style="list-style-type: none"> Students will be able to identify and explain the different aims and objectives of a business. Students will be able to evaluate why aims and objectives change as businesses evolve. Students will assess the suitability and evolution of aims and objectives. Students will analyse the benefits to a business of having aims and objectives. 1.5 Stakeholders in business <ul style="list-style-type: none"> Students will identify different stakeholders in businesses Students will understand that stakeholders have an effect on business and business has an effect on stakeholders. Students will understand the role of internal and external stakeholders. Students will explain how interests of stakeholders may vary 1.6 Business growth <ul style="list-style-type: none"> Students will identify the methods of business growth 	2.1 The role of marketing <ul style="list-style-type: none"> Students will identify and explain the role of marketing Students will explain how different businesses have a different approach to marketing Students will analyse and evaluate the purpose and importance of marketing in business activity. 2.2 Market research <ul style="list-style-type: none"> Students will define methods of market research Students will explain how and why primary and secondary market research are used Students will explain advantages and disadvantages of research methods Students will be able to analyse the different types of market research and make recommendations as to which method is appropriate in a given scenario. Students will be able to interpret quantitative and qualitative research. 	2.3 Market segmentation <ul style="list-style-type: none"> Students will explain the meaning of segmentation Students will explain how market segmentation helps a business target its customer Students will explain how and why different segmentation methods are used in different situations 2.4 The marketing mix <ul style="list-style-type: none"> Students will be able to identify the different parts of the marketing mix. Students will be able to explain how the different parts of the marketing mix work together to help inform business decisions. Students will explain how businesses might use the marketing mix to market their products and services. Students will evaluate the importance of the 4P's of the marketing mix. Students will be able to identify examples of market data and how to use the data to make recommendations in a given context. 	3.1 The role of human resources <ul style="list-style-type: none"> Students will explain the meaning of human resources Students will evaluate the purpose of human resources Students will explain how businesses identify human resource needs Students will identify the benefits and costs to businesses of completing an analysis of their human resource needs. 3.2 Organisational structures and different ways of working <ul style="list-style-type: none"> Students will explain an organisation structure. Students will explain the benefits of organisation structure for businesses. Students will explain the different organisational structures. Students will explain the different ways of working and the changes that have taken place in the UK. Students will evaluate the impact of changes in the ways in which people work on businesses and on workers. 3.3 Communication in business <ul style="list-style-type: none"> Students will explain the importance of 	<ul style="list-style-type: none"> Identify- Students can select from a list of options, point something out or give a list of main features. Describe- Students can provide a series of points, which usually need to be linked, that includes all the main features. Explain- Students can use words such as 'because' or 'therefore' to help them to provide explanations. Discuss- Students should consider different viewpoints and contrasting ideas such as 'advantages v disadvantages' or 'strengths v weaknesses'. Analyse- Students should provide good detail in their answer with justified reasons for any conclusions they reach. Evaluate- Students will give both points of view, consider 'strengths v weaknesses' or 'advantages v disadvantages'

	<ul style="list-style-type: none"> Students will identify the different types of business ownership. Students will describe the concept of limited and unlimited liability Students will describe what a sole trader, partnership, private limited company public limited company. Students will be able to explain the advantages and disadvantages of different forms of business ownership. Students will be able to analyse the suitability of different types of business ownership in different situations. 	<ul style="list-style-type: none"> Students will explain how different business grow in different ways Students will analyse and evaluate different methods of growth. 			<p>communications to businesses.</p> <ul style="list-style-type: none"> Students will evaluate the importance of business communications. Students will explain the different types and ways of communicating with examples. Students will discuss when the different ways of communicating are appropriate for businesses to use. Students will analyse ways in which digital communications have influenced businesses. <p>3.4 Recruitment and selection</p> <ul style="list-style-type: none"> Students will explain and evaluate why businesses recruit. Students will explain the different stages in the process of recruitment and selection. Students will explain the difference between internal and external recruitment. Students will analyse the advantages and disadvantages of different recruitment methods. Students will be able to identify and describe different methods of selecting from applicants for jobs. advantages and disadvantages of different selection methods. 	
Assessment		Topic 1 end of unit assessment- 40 marks		Topic 2 end of unit assessment- 40 marks	Topic 3 end of unit assessment- 40 marks	Mock examination

Brief overview

In year 11 students will complete component 2. This component takes a closer look at the role of operations and finance and introduces learners to external influences on business. It explores the importance of these influences and how businesses change in response to them.

This component is made up of four topics:

- Topic 4 Operations- Learners will explore what business operations involve, their role within the production of goods and the provision of services, and how they influence business.
- Topic 5 Finance- Learners will explore the purpose of the finance function, its role in business and how it influences business activity.
- Topic 6 Influences on Business- Learners explore the importance of external influences on business and how businesses change in response to these influences.
- Topic 7- The interdependent nature of business- Learners will need to use content from both component 01 and component 02 to make connections between different elements of the subject.

Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Unit title	Topic 4- Operations	Topic 5- Finance	Topic 6- Influences on Business Topic 7- The interdependent nature of business	Revision and exam technique	Revision and exam technique	N/A
Big question/ core concept	<ul style="list-style-type: none"> • What are the different types of production? • How has technology impacted production? • How is quality achieved and maintained within a business? • Why is quality important? • What is the impact of ecommerce on businesses? • Why is good customer service important? 	<ul style="list-style-type: none"> • What is the purpose of the finance function? • What are the different sources of finance for a business? • What is revenue, costs and profit? and how are they calculated? • What are profitability ratios? And how are they calculated? 	<ul style="list-style-type: none"> • What ethical considerations would a business deliberate? • What environmental considerations would a business deliberate? • How does the economic climate impact a business? • What is globalisation? • How does globalisation impact a business? 			

	<ul style="list-style-type: none"> What is consumer law? What are the factors that influence the location of a business? What is procurement? How are logistical and supply decisions made? 	<ul style="list-style-type: none"> What is the average rate of return? And how is it calculated? What is break even? And how is it calculated? How can break even help make decisions? What is a cashflow forecast? How are cashflow forecasts used? 				
Knowing	<p>4.1 Production processes</p> <ul style="list-style-type: none"> Different production processes and their impact on businesses The influence of technology on production and the impact on businesses <p>4.2 Quality of goods and services</p> <ul style="list-style-type: none"> The concept of quality Methods of ensuring quality The importance of quality in both the production of products and the provision of services <p>4.3 The sales process and customer service</p> <ul style="list-style-type: none"> Methods of selling The influence of e-commerce on business activity The importance to a business of good customer service including after-sales service The contribution of product knowledge and customer engagement to good customer service <p>4.4 Consumer law</p> <ul style="list-style-type: none"> The impact of consumer law on businesses <p>4.5 Business location</p>	<p>5.1 The role of the finance function</p> <ul style="list-style-type: none"> The purpose of the finance function The influence of the finance function on business activity <p>5.2 Sources of finance</p> <ul style="list-style-type: none"> The reasons businesses need finance Ways of raising finance How and why different sources of finance are suitable for new and established businesses <p>5.3 Revenue, costs, profit and loss</p> <ul style="list-style-type: none"> The concept of revenue, costs and profit and loss in business and their importance in business decision-making The different costs in operating a business Calculation of costs and revenue Calculation of profit/loss Calculation and interpretation of profitability ratios Calculation and interpretation of average rate of return <p>5.4 Break-even</p> <ul style="list-style-type: none"> The concept of break-even 	<p>6.1 Ethical and environmental considerations</p> <ul style="list-style-type: none"> Ethical considerations and their impact on businesses Environmental considerations and their impact on businesses <p>6.2 The economic climate</p> <ul style="list-style-type: none"> The economic climate and its impact on businesses <p>6.3 Globalisation</p> <ul style="list-style-type: none"> The concept of globalisation The impact of globalisation on businesses <p>7. The interdependent nature of business</p> <ul style="list-style-type: none"> the interdependent nature of business operations, finance, marketing and human resources within a business context how these interdependencies underpin business decision-making the impact of risk and reward on business activity the use of financial information in measuring and understanding business performance and decision-making 	<p>Revision</p> <ul style="list-style-type: none"> Topic 1 Business Activity Topic 2 Marketing Topic 3 People <p>Exam Technique</p> <ul style="list-style-type: none"> Identify –Remembering information. Describe- This type of question can be seen as the 'what is it?' command verb. Explain –This is the 'how does something work/do?' command. Discuss – Students will need to provide a response that explores the issue or situation that is being targeted in the question. Analyse – This question requires students to look at an idea or information that needs to be examined and each part explored. Evaluate – This is when students are required to provide a reasoned argument. 	<p>Revision</p> <ul style="list-style-type: none"> Topic 4 Operations Topic 5 Finance Topic 6 Influences on business <p>Exam Technique</p> <ul style="list-style-type: none"> Identify –Remembering information. Describe- This type of question can be seen as the 'what is it?' command verb. Explain –This is the 'how does something work/do?' command. Discuss – Students will need to provide a response that explores the issue or situation that is being targeted in the question. Analyse – This question requires students to look at an idea or information that needs to be examined and each part explored. Evaluate – This is when students are required to provide a reasoned argument. 	

	<ul style="list-style-type: none"> Factors influencing business location <p>4.6 Working with suppliers</p> <ul style="list-style-type: none"> The role of procurement. The impact of logistical and supply decisions on businesses 	<ul style="list-style-type: none"> Simple calculation of break-even quantity The usefulness of break-even in business decision making <p>5.5 Cash and cash flow</p> <ul style="list-style-type: none"> The importance of cash to a business The difference between cash and profit The usefulness of cash flow forecasting to a business Completion of cash flow forecasts 	<ul style="list-style-type: none"> How do the different areas of business link together? What is the impact of risk and reward on business activity? How is financial information measured? And how does impact decision making? How are decisions made in businesses? 			
Applying	<p>4.1 Production processes</p> <ul style="list-style-type: none"> Students will explain the job, batch and flow production processes. Students will analyse the benefits and costs of the different production processes. Students will evaluate when different production processes are appropriate. Students will analyse the benefits and costs of the use of technology in production processes. <p>4.2 Quality of goods and services</p> <ul style="list-style-type: none"> Students will be able explain the concept of quality. Students will be able to explain the different methods of ensuring quality-quality control and quality assurance. Students will be able to evaluate methods of ensuring quality. Students will be able to evaluate the importance of quality in both the production of goods and the provision of services. <p>4.3 The sales process and customer service</p>	<p>5.1 The role of the Finance function</p> <ul style="list-style-type: none"> Students will explain and evaluate the role of the finance function in businesses. Students will explain and evaluate how the finance function can influence business activity, <p>5.2 Sources of finance</p> <ul style="list-style-type: none"> Students will explain and evaluate the reasons that businesses need finance. Students will explain and evaluate the main ways of raising finance and the costs and uses of these. Students will evaluate how and why different sources of finance are suitable for new and established businesses. <p>5.3 Revenue, costs, profit and loss</p> <ul style="list-style-type: none"> Students will explain the meaning of revenue, costs, profit and loss. Students will identify examples of costs. Students will calculate costs and revenue for a given business situation. 	<p>6.1 Ethical and environmental considerations</p> <ul style="list-style-type: none"> Students will explain and apply the term "ethical considerations". Students will analyse the impact of ethical considerations on businesses. Students will explain and apply the term "environmental considerations". Students will analyse and evaluate the impact of environmental considerations on businesses. <p>6.2 The economic climate</p> <ul style="list-style-type: none"> Students will define the term economic climate. Students will explain the possible impact of changes in the economic climate of business. Students will evaluate the impact of changes in the economic climate of business and how businesses may respond to these changes. 	<ul style="list-style-type: none"> Identify- Students can select from a list of options, point something out or give a list of main features. Describe- Students can provide a series of points, which usually need to be linked, that includes all the main features. Explain- Students can use words such as 'because' or 'therefore' to help them to provide explanations. Discuss- Students should consider different viewpoints and contrasting ideas such as 'advantages v disadvantages' or 'strengths v weaknesses'. Analyse- Students should provide good detail in their answer with justified reasons for any conclusions they reach. Evaluate- Students will give both points of view, consider 'strengths v weaknesses' or 'advantages v disadvantages' 	<ul style="list-style-type: none"> Identify- Students can select from a list of options, point something out or give a list of main features. Describe- Students can provide a series of points, which usually need to be linked, that includes all the main features. Explain- Students can use words such as 'because' or 'therefore' to help them to provide explanations. Discuss- Students should consider different viewpoints and contrasting ideas such as 'advantages v disadvantages' or 'strengths v weaknesses'. Analyse- Students should provide good detail in their answer with justified reasons for any conclusions they reach. Evaluate- Students will give both points of view, consider 'strengths v weaknesses' or 'advantages v disadvantages' 	

	<ul style="list-style-type: none"> Students will be able to identify and understand the different methods of selling that a business might use. Students will evaluate the influence of e-commerce on business activity. Students will be able to evaluate the importance of customer service in business activity. Students will be able to explain how product knowledge and customer engagement help develop successful business. Students will be able to analyse and evaluate the different methods of selling a business might use and make justified recommendations as appropriate. Students will be able to evaluate the contribution of product knowledge and customer engagement to customer service. <p>4.4 Consumer law</p> <ul style="list-style-type: none"> Students will identify and understand the ways in which customers are protected by law. Students will identify the ways consumer law affects business activity. Students will explain how the law can affect different businesses in different situations. <p>4.5 Business Location</p> <ul style="list-style-type: none"> Students will explain the main factors that influence where businesses decide to locate. Students will evaluate the importance of different factors that influence location decisions. 	<ul style="list-style-type: none"> Students will calculate profit and loss. Students will calculate profitability ratios. Students will evaluate the importance of revenue, costs, profit and loss in business decision making. Students will calculate the average rate of return. Students will be able to evaluate the importance of profitability ratios and average rate of return when interpreting data. <p>5.4 Break even</p> <ul style="list-style-type: none"> Students will explain the concept of break even and its uses. Students will calculate the break-even quantity of a business. Students will evaluate the usefulness of break-even analysis in business decision making. <p>5.5 Cash and cash flow</p> <ul style="list-style-type: none"> Students will identify the different parts that make up a cash flow forecast. Students will explain the difference between cash and profit. Students will evaluate the importance of cash to a business. Students will complete a cash flow forecast. Students will analyse and evaluate data to make a recommendation on action that a business might take to correct a cash flow problem. Students will evaluate the usefulness to a business of completing a cash flow forecast. 	<p>6.3 Globalisation</p> <ul style="list-style-type: none"> Students will explain the concept of globalisation. Students will evaluate the impact of the growth of multinationals. Students will discuss how globalisation has influenced business location. Students will explain international branding and evaluate the branding strategies that can be used. Students will identify ways in which businesses compete internationally. Students will evaluate the different strategies that businesses use to compete internationally. <p>7. The interdependent nature of business</p> <ul style="list-style-type: none"> Students will analyse and evaluate the links between different areas of business. Students will apply knowledge and understanding to analyse and evaluate the links between different areas to business decision making. Students will evaluate the impact of risk and reward on business activity. Students will apply knowledge and understanding of financial information in measuring, understanding and evaluating business performance and decision making. 			
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	4.6 Working with suppliers <ul style="list-style-type: none"> Students will identify and understand the role of procurement in a business context. Students will understand the importance of logistics. Students will explain how procurement and logistical decisions affect particular businesses. 		<ul style="list-style-type: none"> Students will recommend business decisions considering the impact on different areas of business. Students will adopt a synoptic approach to evaluate business decision making. 			
Assessment	Topic 4 end of unit assessment-40 marks	Topic 5 end of unit assessment-40 marks Mock examination	Topic 6 end of unit assessment-40 marks	Mock examination	Mock examination	