



## 16-week plan Business

Week	Routine homework	NEA work	Revision topic	Resource links	Suggested tasks	Revision strategy	Revision check	Explicit Vocabulary instruction: command words	Intervention programme
19 January	SAQ / key terms	N/A	3.1 Business in the real world  3.1.1 Purpose of nature of business	<a href="#">Exam prep resources</a>	Think about any small businesses / charities that are situated in your local area; make a list of the reasons why you think these businesses may have started up think context area; make a list of the reasons why you think these businesses may have started up.  Think about context  Make a table that categorises 3 types of goods and 3 types of services.	<a href="#">Smart learning</a>  <ul style="list-style-type: none"> <li>• Knowledge organisers</li> <li>• Dual coding</li> <li>• Concrete examples</li> <li>• Cognitive load</li> <li>• Forgetting</li> </ul>	Weekly firefly upload – with checkpoints	<ul style="list-style-type: none"> <li>• Good Service</li> <li>• Factors of production</li> <li>• Opportunity cost</li> <li>• Primary sector</li> <li>• Secondary sector</li> <li>• Tertiary sector</li> <li>• Enterprise</li> <li>• Entrepreneur</li> <li>• External environment</li> <li>• Dynamic</li> <li>• Unlimited</li> <li>• Liability</li> <li>• Limited liability</li> <li>• Sole trader</li> <li>• Partnership</li> <li>• Private limited business</li> <li>• Public limited business</li> <li>• Not for profit organisations (NFPs)</li> </ul>	
				<a href="#">Unit 1 Extra resources</a>					

					<p>Select one of these businesses and draw the factors of production this business uses to provide its products</p> <p>Draw a diagram showing the sectors of industry involved in the production of a loaf of bread</p> <p>List three examples of decisions that you have made which have involved making a choice – what was the opportunity</p> <p>What is the cost each time?</p> <p>Choose your favourite entrepreneur – list the personal characteristics that have contributed to their success</p>				
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			<b>3.1.2 business ownership</b>	<p>List the different changes businesses may face that are outside their control</p> <p>e.g. levels of competition / changes in technology</p> <p>Draw a mind map which contains the pros and cons of the different legal structures; be sure to cover liability, management and control, sources of finance and how profits are shared.</p> <p>Weigh up the reasons why a business may want to keep its legal structure the same or why it may want to change it</p>				
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					<p>Weigh up the reasons why a business may want to keep its legal structure the same or why it may want to change it.</p> <p>Choose a new business start-up, a sole trader, a ltd, a plc &amp; not-for-profit organisation, make a table and list 3 different aims/objectives that each business may set; highlight any differences and think about why these differences exist – think context</p>				
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26 Jan	SAQ / key terms	N/A	<b>3.1 business in the real world</b>  3.1.3 setting business aims and objectives	<a href="#">Exam prep resources</a>  <a href="#">Unit 1 Extra resources</a>	Create a mind map that shows the reasons why businesses set objectives including how objectives can be used to measure business success; add in other ways that success can be measured by businesses	<ul style="list-style-type: none"> <li>• Knowledge organisers</li> <li>• Dual coding</li> <li>• Concrete examples</li> <li>• Cognitive load</li> </ul>	Weekly firefly upload – with checkpoints	Aims Objectives Stakeholders	Monday mentoring
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			3.1.4 stakeholders		Produce a whole topic mind map which shows five key stakeholders, their objectives and how these objectives may conflict; include examples of how stakeholders can influence business activity and how businesses impact stakeholders				
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			3.1.5 business location		For a large supermarket, a clothing store, a web design business and a car manufacturer rank the different factors of location in terms of importance – think context.				
2 Feb	SAQ / key terms	Not applicable	<b>3.1 business in the real world</b> <b>3.1.6 business planning</b>	<a href="#">Exam prep resources</a>	Create a mini business plan; list the main sections found within the plan and the pros and cons of producing this plan for a new business start-up	<ul style="list-style-type: none"> <li>• Knowledge organisers</li> <li>• Dual coding</li> <li>• Concrete examples</li> <li>• Cognitive load</li> <li>• Forgetting</li> </ul>	Weekly firefly upload – with checkpoints	<ul style="list-style-type: none"> <li>• Business plan</li> <li>• Revenue</li> <li>• Fixed costs</li> <li>• Variable costs</li> <li>• Profit</li> <li>• Unit cost</li> <li>• Economies of scale</li> <li>• Diseconomies of scale</li> <li>• Organic growth</li> <li>• Inorganic growth</li> <li>• Franchise</li> <li>• E-Commerce</li> <li>• Outsourcing</li> </ul>	Monday mentoring

			<b>3.1.7 expanding a business</b>	<p>Create numerical flash cards with the formula and meaning of total revenue, total costs, total variable costs, profit / loss, average unit costs; make sure you can reverse calculations successfully e.g. profit + total costs = revenue</p> <p>Create a whole topic mind map linked to growth; split your map into organic and external</p>			Merger Takeover	
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					<p>growth &amp; include the</p> <p>pros and cons of the 4 organic and 2 external methods of growth</p>				
9 Feb	SAQ / key terms	Not applicable	<p><b>3.2 INFLUENCES ON BUSINESS</b></p> <p><b>3.2.Technology</b></p>	<p><a href="#">Exam prep resources</a></p> <p><a href="#">Unit 2 Extra Resources</a></p>	<p>Choose a business and list the different ways it uses ICT to communicate with its stakeholders as well as in its business operations - think <b>context</b></p>	<p>Knowledge organisers</p> <p>Dual coding</p> <p>Concrete examples</p> <p>Cognitive load</p> <p>Practice questions</p> <p>Forgetting</p>	<p>Weekly firefly upload – with checkpoints</p>	<p>E-commerce Digital communication</p>	<p>Monday mentoring</p>

			<p><b>3.2.2 Ethical &amp; environmental considerations</b></p>		<p>Plan a balanced argument as to the reasons why businesses should or should not act in a morally acceptable way – refer to the terms ethics, environmental factors &amp; sustainability in your plan; link to real life examples if you can</p>			<p>Ethics Environmental considerations Sustainability</p>	
			<p><b>3.2.3 the economic climate</b></p>		<p>Plan a chain of argument about how a rise in interest rates would impact a</p>			<p>Employment Consumer spending</p>	

					budget retailer & a store that sells designer goods; include in your chain the terms disposable income, consumer spending, levels of employment - think <b>context</b>				
16 Feb	SAQ / key terms	Not applicable	<b>3.2 INFLUENCES ON BUSINESS</b>  <b>3.2.4 globalisation</b>		Think of a business that sells its products all over the world; list the different ways this business competes with its rivals - think <b>context</b>	Knowledge organisers  Dual coding  Concrete examples  Cognitive load  Forgetting	Weekly firefly upload – with checkpoints	<b>Topic key terms</b>  Globalisation Exchange rates	Monday mentoring

			<b>3.2.5 legislation</b>	<p>Learn the acronyms SPICED and WPIDEC; be clear how changes in exchange rates affect importers and exporters in terms of sales and profit</p> <p>Categorise the different pieces of legislation into employment law, Health &amp; Safety law and consumer law; identify the positive and negative effects of legislation on businesses</p>			<p>Employment law Health &amp; safety law Consumer law</p>	
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			<b>3.2.6 competitive environment</b>		Create a mind map identifying the risks and rewards of running a business; make it clear how any risks can be minimised			Competition Uncertainty Risk	
12 Feb	SAQ / key terms	Not applicable	<b>3.3 Business operations</b>  <b>3.3.1 production processes</b>  <b>3.3.2 procurement</b>	<a href="#">Exam prep resources</a>  <a href="#">Unit 1, Unit 6 &amp;</a>	Create a table that lists the pros and cons of job and flow production	Knowledge organisers  Dual coding  Concrete examples  Cognitive load  Forgetting	Weekly firefly upload – with checkpoints	Job production Flow production Lean production   Inventory JIT JIC	Monday mentoring

				<a href="#">Unit 3 - Extra Resources — Wilmslow High School</a>	<p>Create a mind map of the different elements of lean production; add the pros and cons of JIC as an extension to this diagram</p> <p>Make a list of the key stages in the procurement process</p> <p>Rank the importance of price, quality and reliability for Gucci, Poundland &amp; a car manufacturer that uses JIT - think <b>context</b></p> <p>Create a diagram</p>			<p>Procurement Efficiency Supply chain</p>	
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					showing the supply chain for a product of your choice				
2 March	SAQ / key terms	Not applicable	<b>3.3 Business operations</b>  <b>3.3.3 the concept of quality</b>	<a href="#">Exam prep resources</a>	List 5 different ways that quality can be measured by a business  Create a mind map detailing the key features of quality control, quality assurance and TQM and the benefits and any drawbacks of each  Create a table that lists the costs and benefits of maintaining quality to a business	Knowledge organisers  Dual coding  Concrete examples  Cognitive load  Forgetting	Weekly firefly upload – with checkpoints	Quality Total quality management	Monday mentoring

			<b>3.3.4 good customer services</b>		<p>Create an illustrated diagram showing the different stages of the sales process and how this links to good customer service; relate this to advancements in ICT</p> <p>Make a comparison table of the benefits of providing good customer service against the dangers of providing poor customer service</p>			Customer service	
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9 March	SAQ / key terms	Not applicable	<p><b>3.4 HUMAN RESOURCES</b></p> <p><b>3.4.1 Organisational structures</b></p>	<p><a href="#">Exam prep resources</a></p> <p><a href="#">Unit 4 Extra resources</a></p>	<p>Sketch a tall and flat organisational structure; label each with key terms, specific job roles and how this structure affects communication &amp; management style within the business</p> <p>Draw a picture of where decision making power lies in a centralised and decentralised organisational structure; list 2 pros and 2 cons of each</p>	<p>Knowledge organisers</p> <p>Dual coding</p> <p>Concrete examples</p> <p>Cognitive load</p> <p>Forgetting</p>	<p>Weekly firefly upload – with checkpoints</p>	<p><b>Topic key terms</b></p> <p>Organisational structure</p> <p>Span of control</p> <p>Chain of command</p> <p>Tall structure</p> <p>Flat structure</p> <p>Delaying</p> <p>Centralisation</p> <p>Decentralisation</p>	<p>Monday mentoring</p>
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			<b>3.4.2 recruitment and selection</b>		Create a flow diagram of the recruitment and selection process; end your diagram with the different types of employment contracts and their benefits			Recruitment Internal recruitment External recruitment Job analysis Job description Person specification Labour productivity Staff turnover Staff retention Part-time contract Full-time contract Job share Zero-hour contract	
16 March	SAQ / key terms	Not applicable	<b>3.4 HUMAN RESOURCES</b>  <b>3.4.3 motivating employees</b>	<a href="#">Exam prep resources</a>	Create a topic mind map for motivation including financial, non-financial methods of motivation, benefits of having a motivated workforce	Knowledge organisers  Dual coding  Concrete examples  Cognitive load  Forgetting	Weekly firefly upload – with checkpoints	Financial methods of motivation Non-financial methods of motivation Induction training On the job training Off the job training	Monday mentoring

			<b>3.4.4 training</b>	<p>Write a brief induction training programme for a new teacher at your school; list 3 benefits of providing this training to this member of staff</p> <p>List the different types of training that a pilot, a teacher, a sales assistant would receive in their roles and the benefits and drawbacks of each - think <b>context</b></p>				
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23 March:	SAQ / key terms	Not applicabl e	<b>3.5 MARKETING</b>  <b>3.5.1 customer needs</b>  <b>3.5.2 market segmentation</b>  <b>3.5.3 market research</b>	<a href="#">Exam prep resourc e s</a>  <a href="#">Unit 5 Extra Resource s</a>	List 5 reasons why it is important for a business to identify and satisfy customer needs  Draw the segments of an orange and label each with the different methods of market segmentation ; include an explanation as to why businesses segment their markets  Create a market research topic mind map; include	Knowledge organisers  Dual coding  Concret e example s  Cognitiv e load  Forgetting	Weekly firefly upload – with checkpoin ts	Marketing Market segment         Market research Primary market research Secondary market research Quantitative data Qualitative data Market size	Monday mentori ng
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					<p>primary, secondary, quantitative &amp; qualitative research methods and their pros and cons</p> <p>Add a market share and market size flashcard to your numerical pack</p> <p>Look at different types of market research; practise reading tables, charts and graphs – what trends can you identify? How would this information help with</p>			Market share	
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					business decision-making				
30 March			<b>3.5 MARKETING</b>  <b>3.5.4 marketing mix - price</b>  <b>3.5.4 marketing mix - product</b>	<a href="#">Exam prep resources</a>	<p>Make a list of the 5 different pricing methods; identify products that use each pricing method and why - think <b>context</b></p> <p>List 4 factors that influence the pricing decision of a business</p> <p>Think of a new product that has been launched into a market – why has this product been successful / not successful; list 2 benefits</p>	<p>Knowledge organisers</p> <p>Dual coding</p> <p>Concrete examples</p> <p>Cognitive load</p> <p>Forgetting</p>	<p>Weekly firefly upload – with checkpoints</p>	<p>Price skimming</p> <p>Price penetration</p> <p>Competitive pricing</p> <p>Loss leader pricing</p> <p>Cost plus pricing</p> <p>USP</p> <p>Brand</p> <p>Product life cycle</p> <p>Extension strategies</p> <p>Product portfolio</p> <p>Boston matrix</p>	Monday mentoring

					<p>and 2 risks of developing this product – think <b>context</b></p> <p>Compare Aldi and Waitrose – how do they compete in the grocery market? – think <b>context</b></p> <p>Sketch a product life cycle – label the different stages and identify 5 different extension strategies</p> <p>Draw the Boston Box and explain the 4 categories; explain how and why businesses use</p>				
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					this to broaden their product portfolios				
6 April			<b>3.5 MARKETING</b> <b>3.5.4 marketing mix - promotion</b> <b>3.5.4 marketing mix – place</b> <b>Integrated marketing mix</b>	<a href="#">Exam prep resources</a>	Create a whole topic mind map that includes the pros and cons of the main promotional methods - advertising, PR, sales promotion, sponsorship and social media; add in 6 factors that influence the choice of promotional mix and the reasons why businesses choose to promote their products	Knowledge organisers Dual coding Concrete examples Cognitive load Forgetting	Weekly firefly upload – with checkpoints	Promotion Place Retailer Wholesaler	Monday mentoring

					<p>Sketch a diagram showing the different distribution channels that exist - include e-commerce and m-commerce</p> <p>Think of a product such as the newest version of the iPhone; identify how the marketing mix of the business is fully integrated so that this product is successful – think <b>context</b></p>				
13 April	SAQ / key terms	Not applicable	<b>3.6 FINANCE</b> <b>3.6.1 sources of finance</b>	<a href="#">Exam prep resources</a>	Create a whole topic mind map that groups sources of	Knowledge organisers  Dual coding	Internal sources of finance External sources of finance Share capital	Monday mentoring	

			<b>3.6.2 cash flow</b>	<a href="#">Unit 1, Unit 6 &amp; Unit 3 - Extra Resources – Wilmslow High School</a>	<p>finance into internal &amp; external; be sure to include pros and cons of each source / when each source is appropriate for a business to use</p> <p>Practise completing cash flow forecasts</p> <p>Analyse different cash flow forecasts; review the closing balance and evaluate how the cash flow position can be improved</p>	<p>Concrete examples</p> <p>Cognitive load</p> <p>Forgetting</p>	<p>Mortgage Bank loan Overdraft Trade credit Hire purchase Grant Interest rate</p> <p>Cashflow forecast Cash inflows Cash outflows Net cash cashflow Opening balance Closing balance</p>		
20 April	SAQ / key terms	Not applicable	<b>3.6 FINANCE</b>	<a href="#">Exam prep</a>	Revise the formulae for		Weekly firefly upload – with	<b>Average rate of return Breakeven</b>	Monday mentoring

			<p><b>3.6.3 financial terms and calculations</b></p> <p><b>3.6.4 analysing the financial position of a business</b></p>	<p><a href="#">resources</a></p>	<p>revenue, costs, profit from your numerical flashcards</p> <p>List the 3 main types of investment project that businesses undertake</p> <p>Add an average rate of return flashcard to your numerical pack</p> <p>Sketch a break-even diagram; identify the break-even point &amp; the areas of profit and loss; calculate the</p>	<p>Knowledge organisers</p> <p>Dual coding</p> <p>Concrete examples</p> <p>Cognitive load</p> <p>Forgetting</p>	<p>checkpoints</p>	<p><b>Margin of safety</b></p> <p><b>Income statement</b></p> <p><b>Gross profit</b></p> <p><b>Operating profit</b></p> <p><b>Net profit</b></p> <p><b>Statement of financial position</b></p> <p><b>Current assets</b></p> <p><b>Non-current assets</b></p> <p><b>Current liabilities</b></p> <p><b>Non-current liabilities</b></p> <p><b>Capital employed</b></p> <p><b>Gross profit margin</b></p> <p><b>Net profit margin</b></p>	
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					<p>margin of safety at different levels of output</p> <p>Add a margin of safety flashcard to your numerical pack</p> <p>Create a table that identifies 2 pros and 2 cons to a business of conducting break even analysis</p> <p>Make a key terms checklist for income statements and statement of financial positions</p>				
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				<p>Create a categorise activity linked to the different elements of income statements and statement of financial positions – be confident in the meaning of the terms assets, liabilities, cost of sales, overheads, gross / operating / net profit</p> <p>Add all the formulae linked to income statements and statements of</p>				
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					<p>financial positions to your numerical flashcard pack</p> <p>4 box challenge – how many stakeholders can you remember? Identify the components of the two financial statements each stakeholder group would be interested in and why</p> <p>Add a gross profit and net profit margin flashcard to your numerical pack</p>				
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27 April									
4 May									

- Go back and revise tricky areas that you identified in your revision
- Double check your understanding of all the quantitative skills listed in the specification especially **averages, %s and % changes** – remember 10% of the marks for each paper are coming from quantitative skills questions
- Know your key terms inside out
- Go back and refresh yourself of the exam technique required for success for every question type
- Read and annotate case studies carefully, read every question twice, look at the number of marks for each question and ensure your answer **meets the demands of the question**

**REMEMBER, AN ANSWER IS ONLY GOOD IF IT ANSWERS THE QUESTION SET!**