Developing & Embedding *'Stretch & Challenge'* in Business Studies

- 2016: **11% below** national av.
- 2017: **4% below** national av.
- 2018: **1% below** national av.
- **2019:** 4% above national av. & positive progress

Key requirement: Sound contextual knowledge and understanding across all aspects of the course.

Setting the Conditions for Learning - Addressing the Classroom dynamics.

- **Seating plan** (approach to learning & target grades)
- **Basic expectations** - 'on task' vs. 'off task' chat.
- Address obvious **distractions** e.g. headphones
- **High expectations** of outcomes and effort applied (book scrutiny)
- **Appropriate consequences** and communication home from the outset.
- Creating a classroom environment that promotes **'effective listening'**.
- ***'What's the point'*** - session objectives are clearly explained within the context of their short and long term goals/learning journeys.

What topics are covered in AQA Business Studies?

1. Marketing.
2. Business in the Real World.
3. Human Resources.
4. Business Operations.
5. Finance.
6. Influences on a Business.

Course content - C9

'Marketing.'

- Consumer needs & wants.
- Methods of market research.
- Marketing Mix.
- Product lifecycle.
- Product portfolios.
- Product branding & USPs.
- Pricing strategies.
- E & M commerce.

'Business in the Real World.'

- Purpose of business.
- Business ownership.
- Aims & objectives.
- Stakeholders.
- Locating a business.
- Business plans.
- Methods of expansion.

'Human Resources.'

- Organisational structures.
- Methods of recruitment.
- The selection process.
- Contracts.
- Motivation.
- Training a workforce.

Course content – C10

'Influences on a Business'.

- Technology.
- Ethical considerations
- Environmental considerations.
- Sustainability.
- Interest rates.
- Globalisation.
- Exchange rates
- Business law.
- Uncertainty in business.

'Finance'.

- Sources of finance.
- Break-even.
- Cash flow.
- Profit & loss.
- Balance sheets.
- Analysing financial performance.

'Business Operations'.

- Methods of production.
- Lean production.
- Stock control.
- Choosing a supplier.
- Efficiency in business.
- Customer service.
- Quality control.

Key Assessment point: C10 mock exams – April 2022 (100% course covered).

Course content – C11

Remind & revise topic content:

1. Marketing.
2. Business in the Real World.
3. Human Resources.
4. Business Operations.
5. Finance.
6. Influences on a Business.

Exam prep and practise.

1. Analysis of previous end of unit tests – learning from mistakes and identifying areas for 'targeted revision'.

2. Practise questions under timed conditions:

a) Multiple choice.
b) 2 marks.
c) 4 marks.
d) 6 marks.
e) 9 marks.
f) 12 marks.

Assessment points.

- C11 mock exams December 2022.
- Personalised revision programmes compiled
- Exam prep & practise.
- C11 GCSEs: May – June 2023.

September – December 2022

January – June 2023

Tracking pupil progress

KS2 Data	Marketing CS	Marketing Test	Business in the RW CS	Business in the RW Test	Human Resources CS	Human Resources Test	End of Year Test Target Grade	c9 End of Year Test	Influences on a Business CS	Influences on a Business Test	Finance Test	Business Operations Test	C10 Mock Accumulated Target Grade	Paper 1 c10 Mock	Paper 2 c10 Mock	C10 Mock acculumated grade	Paper 1 - Summer Assessment	Paper 2 - Summer Assessment	Final C10 Accumulated grade	Key
5	4	3b	4	1b	4	1a	2	1c	4	4	3c	4c								More than 2 grade below flightpath data
5	4	2a	4	4a	4	4a	4	3c	4	4	2b	4c								2 grade below flightpath data
7	6	5a	7	7c	7	5a	5	5b	7	5	7c	9c								Meeting KS2 flightpath data
8	5	6a	7	6a	6	4c	5	4a	8	8	5c	9a								Exceeding KS2 flightpath data
7	5	6a	6	5a	8	7a	5	8c	8	5		8a								
5	4	U	4	2c	4	2a	3	3c	3	3		6a								
8	6	4a	5	6c	U	6a	6	7b	6	4	8b	6a								
7	7	7c	7	8c	7	9c	6	8a	8	6	8a	9b								
4	4	Abs	4	5b	5	4c	3	4c	5	3	2b	4c								
5	3	U	3	1a	U	1a	2	2b	3	2	3c	6c								
5	4	5b	4	5a	6	4a	4	4c	6	3	3a	9c								
6	3	3c	3	3b	U	5a	4	4b	5	6	7c	7c								
8	5	4b	4	5c	4	5b	4	5b	6	4	6a	5b								
7	6	7c	6	2	6	5b	5	5a	5	4	5a	9c								
6	/	2a	5	4a	U	3c	3	3b	4	3	2a									
6	6	4a	5	2a	7	5c	4	3b	/	2	3c	3a								
4	/	/	3	1a	3	U	2	U		2	1c	3c								
8	6	6b	4	5b	5	4b	5	4b	3	5	8c	8c								
8	6	6b	8	7a	8	6b	6	6c	9	8	9c	9c								
7	7	7b	8	/	8	8c	6	7b	9	4	8c	9c								
5	/	/	/	/	/	6b	4	5b		3	3a	5c								
7	2	1a	2	4a	U	3b	3	2c	3	6	5a	7c								
6	5	4a	4	5a	U	6c	5	2a	3	4		5a								
6	3	5b	5	5b	6	6c	5	6b	8	4	7c	9c								
5	6	5a	6	5b	6	5a	5	5b	7	6	6a	9c								
4	5	2a	5	4b	U	2b	3	1b		3	2b	4c								
8	7	4b	8	9b	7	9b	6	9c	8	6	9b	9a								
4	6	3c	4	2b	4	/	3	4b	4	4	2a	6a								
6	4	2b	2	3c	6	1c	3	5c	4	5	3b	3b								
7	5	7c	/	5b	U	/	5	5b	5	4	9c	7b								
8	6	5a	5	7b	7	8b	6	8b	6	6	9c	9c								
		18/31 = 58% 4+ 7/31 = 23% +P		21/31 = 68% 4+ 8/31 = 26% +P		20/31 = 65% 4+ 10/29 = 34% +P		21/31 = 68% 4+ 9/31 = 29% P+		21/31 = 68% 4+ 5/31 = 16% +P	16/28 = 57% 4+ 13/28 = 46% +P	27/31 = 87% 4+ 22/31 = 71% +P							

How will learners be **assessed <u>during</u>** the course?

There will be a **60-85 minute written exam** at the end of each unit of work, which will help develop learners' ability to answer exam questions under timed and pressurised conditions.

There will be a **'case study'** investigation, which learners will have 3 learning sessions to work on, including IS – this will help develop their ability to apply your knowledge to a business model of their choice and develop independent time management.

Some case studies will be submitted as **written projects**, others will be group tasks delivered as presentations or **'business pitches'**.

How will learners **assessed at the end** of the course?

Component 1	Component 2
What's assessed • Business in the real world • Influences on business • Business operations • Human resources	**What's assessed** • Business in the real world • Influences on business • Marketing • Finance
How it's assessed • Written exam: 1 hour 45 minutes • 90 marks • 50 % of GCSE	**How it's assessed** • Written exam: 1 hour 45 minutes • 90 marks • 50 % of GCSE
Questions Section A – multiple choice questions and short answer questions. Section B – one case study/ data response stimuli with a range of question types. Section C – one case study/ data response stimuli with a range of question types including a 15 mark question drawing on any areas of the specification.	**Questions** Section A – multiple choice questions and short answer questions. Section B – one case study/ data response stimuli with a range of question types. Section C – one case study/ data response stimuli with a range of question types including a 15 mark question drawing on any areas of the specification.

Each exam is worth **50% each**, which will be taken at the end of C11.

1 hr 45 minutes each.

There is an opportunity to work through the course in just 2 years, take exams in C10, so that learners can then concentrate on other subjects in C11.

Each paper is split into **3 sections**, as the table opposite shows.

Ten multiple choice questions.

Section A

Answer **all** questions in the spaces provided.

For the multiple-choice questions, completely fill in the circle alongside the appropriate answer(s).

CORRECT METHOD

WRONG METHODS

If you want to change your answer you must cross out your original answer as shown.

If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown.

0 1 . 1 Which of the following is a stage in the recruitment of an employee?

[1 mark]

A Apprenticeship ○

B Job rotation ○

C Shortlist ○

D Training ○

6 Which of the following is likely to be an effect on businesses if there is high unemployment in the economy?

[1 mark]

A Demand for products rise ○

B Profits go down ○

C There are fewer people available to work ○

D Wages go up ○

Mixture of: 2, 3, 4, 6 & 9 mark questions.

Explain **one** benefit to a business of being a public limited company (plc) rather than a private limited company (ltd).

[2 marks]

Item A – Greengrass Mowers

Greengrass Mowers plc employs 480 employees many of whom are foreign nationals from the European Union (EU). These foreign nationals are willing to work in the UK for the minimum wage.

In the past the business used groups of three employees working together to make 20 lawnmowers at a time. Two years ago, the business changed to flow production with individual employees working on one small part of the manufacturing process. In order to keep costs low, many of the employees are now employed on zero-hour contracts.

Greengrass used to source the parts required to make its lawnmowers from other UK businesses. It increasingly buys these parts from Chinese manufacturers, which are much cheaper. The quality of these parts is not always as good, however, and it can take several weeks between ordering the parts and receiving them.

Greengrass Mowers employs 480 people. When they worked in groups of three each group had to produce 20 lawnmowers in a shift.

Calculate the total number of lawnmowers made in a shift. Show your workings.

[3 marks]

The lawnmower industry is becoming increasingly globalised.

Analyse the benefit to Greengrass Mowers of operating in more globalised markets.

[6 marks]

Greengrass Mowers is known for its high quality. The company wishes to reduce its costs to make it more competitive with foreign lawnmower manufacturers. It has been suggested that Greengrass Mowers could reduce costs by not having such a high quality product.

Recommend whether Greengrass Mowers should continue to produce high quality lawnmowers. Give reasons for your recommendation.

[9 marks]

one 12 mark question.

Item E – Jooma Ltd

Jooma delegates decisions to its crew members so they can help improve the business. For example, crew members organise shifts amongst themselves. This means they can work at times that suit each of them. Crew members also decide who does what on any shift themselves such as cleaning tables and floors without needing a supervisor. Crew members can suggest changes to the menu and come up with better ways of running the restaurant. This is part of the company's focus on improving efficiency. Jooma uses a JIT approach with suppliers and tries to be as lean as it can in its all aspects of its operations including how it makes the food and how it serves customers.

Jooma uses social media, such as Instagram and Facebook, to develop the business. It encourages its customers to link with Jooma's social media accounts. This allows the business to keep customers informed of changes to the menu and special offers. By reading customers' social media posts, the company gets feedback on what people think about the restaurant and how they compare Jooma with other food outlets. If, for example, customers are unhappy about their experience they receive at a Jooma restaurant, the managers can respond with apologies and give offers for customers; they can also change the way they operate. Social media is helpful as many customers are reluctant to complain when they are at a restaurant and poor customer service can go unnoticed.

Jooma uses two approaches to increase efficiency:

- it delegates to employees so they can make decisions about how to run the restaurants.
- it uses lean production.

Analyse the effect of **each** of these approaches on efficiency.

Evaluate which of these two approaches will have the biggest impact on the company's efficiency.

[12 marks]

What skills will learners develop in Business Studies?

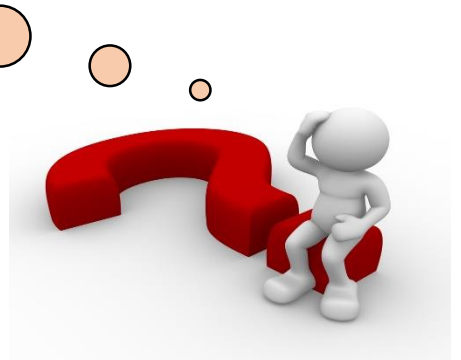
- Entrepreneurship.
- Communication.
- Effective decision making.
- Problem solving.
- Team work.
- Independence.
- Presentation techniques.
- ICT
- Data analysis.
- Effective prioritisation of tasks.
- Budget control.
- Craftsmanship.

Business Studies 2020

All resources across all 6 units of the course will be available on **Google Sites**.

It is designed to promote independence, entrepreneurial thinking, effective communication and efficient time management.

What is ***Google Sites*** and how does it benefit learning?



https://sites.google.com/honywoodschool.com/aqabusinessstudies

Business Studies Extra Sessions

Day	Staff	Before school	After school
Monday			
Tuesday	JWi		3.30 – 4.30 (Session focus: AO1)
Wednesday	JWi & AMr	7.30 – 8.15 (Session focus: AO1)	3.30 – 4.30 (Session focus: AO2 & AO3)
Thursday			
Friday	JWi	7.30 – 8.30 (Session focus: AO2 & AO3)	

Questions?

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