

Theme 1 Scheme of Work for the Edexcel GCSE 9-1 Specification

Teaching hours: 2 hrs x 35 weeks = 70 hours

Wk	Spec Heading	Spec detail	Resources and Advice
Introduction to Small Business			
	Business success and failure	Start with a business simulation that can provoke thought and discussion without requiring masses of reading or writing	Ice-breaker: Penbrella (works as the first activity of Lesson 1 with a new group) Case: Screme Eggs (a bit old, but students like to know that it's succeeded well enough to be part of the year's chocolate-eating) Marcouse exercises: Fever Tree : super case on a huge success story Crossword : Business start-up (written to be tackled from Day 1)
Topic 1.1 Enterprise and entrepreneurship			
	1.1.1 The dynamic nature of business	Why new business ideas come about: <ul style="list-style-type: none"> changes in technology changes in what consumers want products and services becoming obsolete. How new business ideas come about: <ul style="list-style-type: none"> original ideas adapting existing products/ services/ideas. 	Marcouse 9-1: Ch 1, especially the End of chapter exercises 1-6 Bplan: 'Big changes and new technologies', P48-49 Marcouse 9-1: Ch 2: Why new business ideas come about. Good End of chapter exercises, focused on games consoles Marcouse 9-1: Ch 3: How new business ideas come about. Really useful text and good End of chapter exercises Marcouse exercises: Cronuts – an iconic business start-up story
	1.1.2 Risk and reward	The impact of risk and reward on business activity: <ul style="list-style-type: none"> risk: business failure, financial loss, lack of security reward: business success, profit, independence. 	Marcouse 9-1: Ch 4. It's a super chapter; also do use the updated Practice Exam Question on Scoop ice cream Marcouse case: One Water – old, but invaluable BPlan: Chapter 10: Risks Pearson: Business Failure (but not the Activity) and Financial loss P14-15
	1.1.3 The role of business enterprise	The role of business enterprise and the purpose of business activity: <ul style="list-style-type: none"> to produce goods or services to meet customer needs to add value: convenience, branding, quality, design, unique selling points. The role of entrepreneurship: <ul style="list-style-type: none"> an entrepreneur: organises resources, makes business decisions, takes risks. 	Marcouse 9-1: Ch 5: Role of business enterprise. Note the exam-style 9-marker within the Practice Exam Questions A-Z Worksheets: Goods and services Marcouse 9-1: Ch 6: Adding value. Really useful text with numerical examples; make sure to use the End of chapter exercises Quercus: Products, P90; Services, P92 Marcouse 9-1: Ch 7: The Role of entrepreneurship. Useful table 7.1 and an interesting 9-mark exam-style question on P33. Quercus: Entrepreneurs, P46 Marcouse exercises: Entrepreneurship (Charlie Bigham and his famous pies; it's a bit long; you might want to cut it down) Marcouse cases: Sumo start-up . Good, little-known story
	Revision/Testing		Marcouse 9-1: Exam-style questions on Topic 1.1 Pages 34-35

Wk	Spec Heading	Spec detail	Resources and Advice
Topic 1.2 Spotting a business opportunity			
	1.2.1 Customer needs	Identifying and under-standing customer needs: <ul style="list-style-type: none"> what customer needs are: price, quality, choice, convenience the importance of identifying and under-standing customers: generating sales, business survival. 	Marcouse 9-1: Ch 8 Customer needs: accessible text, wonderful 'Talking point' on P39 and good Practice exam questions on P40 Quercus: Customer satisfaction, P88 Pearson: Whisk case study on P29 Pearson: P31-33 Identifying and understanding customer needs (inc 'Exam-style question')

1.2.2 Market research	<p>The purpose of market research:</p> <ul style="list-style-type: none"> ● to identify and understand customer needs ● to identify gaps in the market ● to reduce risk ● to inform business decisions. <p>Methods of market research:</p> <ul style="list-style-type: none"> ● primary research: survey, questionnaire, focus group, observation ● secondary research: internet, market reports, government reports. <p>The use of data in market research:</p> <ul style="list-style-type: none"> ● qualitative and quantitative data ● the role of social media in collecting market research data ● the importance of the reliability of market research data. 	<p>Marcouse 9-1: Ch 9 Market research: good explanatory text and a Practice Exam Question that includes a 6 and a 9-mark question</p> <p>43 Mistakes: Mistake 6 (P27-32): 'Inadequate research' – this covers the need for research in a highly accessible manner (worth a homework</p> <p><i>Business Review</i> April 2017: 10 Things You Should Know About Market Research</p> <p>A-Z Worksheet 73: Quantitative and Qualitative data</p> <p>Pearson: quantitative data: 'Birds of a Feather' case study and activity on P46/47</p>
1.2.3 Market segmentation	<p>How businesses use market segmentation to target customers:</p> <ul style="list-style-type: none"> ● identifying market segments: location, demographics, lifestyle, income, age ● market mapping to identify a gap in the market and the competition. 	<p>Marcouse 9-1: Ch 10 Market Segmentation: the Practice Exam Question is a valuable test of students' numerical skills</p> <p>A-Z Worksheets: Market segmentation</p> <p>Marcouse 9-1: Ch 11: Market mapping: a lively, bright chapter</p> <p>The Business Book: P22 'There's a gap in the market but is there a market in the gap?'</p>
1.2.4 The competitive environment	<p>Understanding the competitive environment:</p> <ul style="list-style-type: none"> ● strengths and weaknesses of competitors based on: price, quality, location, product range and customer service ● the impact of competition on business decision making. 	<p>Marcouse 9-1: Ch 12 The Competitive Environment</p> <p>A-Z Worksheets: Competition</p>
Revision/Testing		Marcouse 9-1: Exam-style questions on Topic 1.2 Pages 57-58

Wk	Spec Heading	Spec detail	Resources and Advice
Topic 1.3 Putting a Business Idea Into Practice			
	1.3.1 Business aims and objectives	<p>What business aims and business objectives are.</p> <p>Business aims and objectives when starting up:</p> <ul style="list-style-type: none"> ● financial aims and objectives: survival, profit, sales, market share, financial security ● non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control. <p>Why aims and objectives differ between businesses.</p>	<p>Marcouse 9-1: Business aims and objectives: good text and a super Practice Exam Question on the innovative Dollar Shave Club</p> <p>Quercus: Objectives, P74</p> <p>Pearson: case study on small business objectives, Toucan Wholefoods P61</p>
	1.3.2 Business revenues, costs and profits	<p>The concept and calculation of:</p> <ul style="list-style-type: none"> ● revenue ● fixed and variable costs ● total costs ● profit and loss ● interest ● break even level of output 	<p>Marcouse 9-1: Clear text with several 'Worked examples' that provide a helpful ways for students to practise the numbers – then lots of End of chapter exercises</p> <p>Exercise 'The Wall' discussion exercise</p> <p>Marcouse 9-1: Break-even, with lots of helpful diagrams plus a</p>

		<ul style="list-style-type: none"> margin of safety. <p>Interpretation of break even diagrams:</p> <ul style="list-style-type: none"> the impact of changes in revenue and costs break even level of output margin of safety profit and loss. 	<p>valuable Practice exam question</p> <p>Marcouse exercises: Break-even exercises: nice, simple stuff</p> <p>Marcouse exercises: Break-even2 is a nice, easy break-even exercise.</p> <p>Marcouse exercises: Break even Nice exercise with lots of calculations based on a written case study (quite challenging)</p> <p>43 Mistakes: P88-91 cover the famous phrase 'turnover is vanity; profit is sanity'. You'll need to explain to students that turnover means revenue; then they can read the section and learn from it</p>
	1.3.3 Cash and cash-flow	<p>The importance of cash to a business:</p> <ul style="list-style-type: none"> to pay suppliers, overheads and employees to prevent business failure (insolvency) the difference between cash and profit. <p>Calculation and interpretation of cash-flow forecasts:</p> <ul style="list-style-type: none"> cash inflows cash outflows net cash flow opening and closing balances. 	<p>Marcouse 9-1 The Importance of Cash, covering each of these three bullet points.</p> <p>Quercus: Cash, P392</p> <p>43 Mistakes (P57-58) good, short story about the failure of the Fashion Cafe (an imitation of the Hard Rock Cafe)</p> <p>Marcouse exercises: Bills pies: cash flow plus sources of finance</p> <p>Start-Up: Ch 24 Staying afloat</p> <p>Marcouse 9-1: Ch 17: Cash flow forecasts: note the 12-mark exam question on P84</p> <p>Marcouse exercises: Improving cash (straightforward case study)</p> <p>Class activity involving analysis of a weak cash flow position</p>
	1.3.4 Sources of business finance	<p>Sources of finance for a start-up or established small business:</p> <ul style="list-style-type: none"> short-term sources: overdraft and trade credit long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowd funding. 	<p>Marcouse 9-1 Ch 18: Sources of Business Finance, covering the new material such as crowdfunding as well traditional sources of finance</p> <p>Marcouse exercises: Bills pies: cash flow plus sources of finance</p> <p>Williams S: Chapter 23 Raising the money – another technical area – this is such a useful reference book</p>
	Revision/Testing		<p>Marcouse 9-1: Exam-style questions on Topic 1.3 Pages 90-91</p> <p>Marcouse cases: Break-even test</p>

Wk	Spec Heading	Spec detail	Resources and Advice
Topic 1.4 Making the business effective			
	1.4.1 The options for start-up and small businesses	<p>The concept of limited liability:</p> <ul style="list-style-type: none"> limited and unlimited liability the implications for the business owner(s) of limited and unlimited liability. <p>The types of business ownership for start-ups:</p> <ul style="list-style-type: none"> sole trader, partnership, private limited company the advantages and disadvantages of each type of business ownership. <p>The option of starting up and running a franchise operation:</p> <ul style="list-style-type: none"> the advantages and disadvantages of franchising. 	<p>Marcouse 9-1, Ch 19: Ownership & liability, which has a useful 12-mark question within the Practice Exam Questions at the end of the chapter</p> <p>Marcouse cases: Flatpack is a nicely accessible case about limited liability</p> <p>Marcouse 9-1, Ch 20: Franchising covers the advantages and disadvantages fully and has some useful End of chapter exercises</p> <p>Williams S: Chapter 9 Franchises – this topic is quite technical, so this authoritative book is very helpful</p> <p>Pearson P95: nice 'Exam-style' question on franchising</p>
	1.4.2 Business location	<p>Factors influencing business location:</p> <ul style="list-style-type: none"> proximity to: market, labour, materials and competitors nature of the business activity the impact of the internet on location decisions: e-commerce and/or fixed premises. 	<p>Marcouse 9-1, Ch 21: Location, including a useful comparison table (21.2) between e-commerce and high street retailers</p> <p>Bplan: Location & environment, page 48</p> <p>43 Mistakes, Ch 27: 'Wrong location'. Very accessible read on location and business. Very useful</p> <p>Williams S: Chapter 16 Choosing your workplace – too detailed for students, but very helpful for teachers</p>

			Pearson: case study on business location, York Cocoa House P89
	1.4.3 The marketing mix	<p>What the marketing mix is and the importance of each element:</p> <ul style="list-style-type: none"> price, product, promotion, place. <p>How the elements of the marketing mix work together:</p> <ul style="list-style-type: none"> balancing the marketing mix based on the competitive environment the impact of changing consumer needs on the marketing mix the impact of technology on the marketing mix: <p>e-commerce, digital communication.</p>	<p>Marcouse 9-1, Ch 22: Marketing Mix, with an interesting Practice Exam Question.</p> <p>The Business Book: P280: The Marketing Mix</p> <p>Marcouse exercises: Fever Tree: super case on a huge success story</p> <p>Start-Up: Ch 13 Getting new customers, P171-178 is all about digital selling</p>
	1.4.4 Business plans	<p>The role and importance of a business plan:</p> <ul style="list-style-type: none"> to identify: the business idea; business aims and objectives; target market (market research); forecast revenue, cost and profit; cash-flow forecast; sources of finance; location; marketing mix. <p>The purpose of planning business activity:</p> <ul style="list-style-type: none"> the role and importance of a business plan in minimising risk and obtaining finance. 	<p>Marcouse 9-1, Ch 23: Business Plans, has a table giving the Prince's Trust 'Top Tips for writing a business plan'</p> <p>A-Z Worksheets: Business Plan</p> <p>Activity: A Truly Organic Experience: accessible class activity</p> <p>43 Mistakes, Ch 26: 'Writing a business plan backwards'. Duncan Bannatyne is surprisingly positive about business plans, but warns about starting with the 'right' outcomes. A good, short read</p> <p>Williams S: Chapter 6 The Business Plan – too detailed for students, but very helpful for teachers</p>
	Revision/Testing		Marcouse 9-1: Exam-style questions on Topic 1.4 Pages 114-115

Wk	Spec Heading	Spec detail	Resources and Advice
Topic 1.5 Understanding external influences on business			
	1.5.1 Business stakeholders	<p>Who business stakeholders are and their different objectives:</p> <ul style="list-style-type: none"> shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government. <p>Stakeholders and businesses:</p> <ul style="list-style-type: none"> how stakeholders are affected by business activity how stakeholders impact business activity <p>possible conflicts between stakeholder groups.</p>	<p>Marcouse 9-1, Ch 24 Stakeholders, which includes a very thought-provoking Practice Exam Question</p> <p>Quercus: Stakeholders, P80</p> <p>Pearson P119: Possible conflicts between stakeholders</p>
	1.5.2 Technology and business	<p>Different types of technology used by business:</p> <ul style="list-style-type: none"> e-commerce social media digital communication payment systems. <p>How technology influences business activity in terms of:</p> <ul style="list-style-type: none"> sales costs <p>marketing mix.</p>	<p>Marcouse 9-1, Ch 25 Technology and Business, covering e-commerce, social media and much else. The 6 and 9-mark questions on Deliveroo are important (Exam Practice Questions)</p> <p>Pearson P126: useful table on the impact of technology on each of the 4 mix factors</p>
	1.5.3 Legislation and business	<p>The purpose of legislation:</p> <ul style="list-style-type: none"> principles of consumer law: quality and consumer rights principles of employment law: recruitment, pay, discrimination and health and safety. 	<p>Marcouse 9-1, Ch 26, Legislation and business: full coverage of the specification points plus an exam-style 12-mark question</p> <p>Employment law: Building: Page 123-125 (very up-to-date and</p>

		The impact of legislation on businesses: <ul style="list-style-type: none"> • cost • consequences of meeting and not meeting these obligations. 	well-informed) Consequences of breaking NMW law: Building: Page 130-131 (very up-to-date and well-informed)
	1.5.4 The economy and business	The impact of the economic climate on businesses: <ul style="list-style-type: none"> • unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates. 	Marcouse 9-1, Ch 27 Introduction to the economy: important to set the scene, if you can spare the teaching time Marcouse 9-1, Ch 28 The economy and business, which covers all the Spec topics listed on the left, and has a super Exam Style Question on JCB
	1.5.5 External influences	The importance of external influences on business: <ul style="list-style-type: none"> • possible responses by the business to changes in: technology, legislation, the economic climate. 	Marcouse 9-1, Ch 29 External influences on business: this covers the guidance faithfully, i.e. Business responses to changes in ... Marcouse cases: Life (the story of Coca-Cola Life)
32	Revision/Testing		Marcouse 9-1, P146 Exam-style questions on Topic 1.5 Pearson case study on stakeholders: 'Funky Pigeon' P111 Objective test questions 1 Objective test questions 2 Revision case study: Ho Li takeaway Exam Packs: the A-Z Exam Pack has three complete exam papers (plus mark schemes) for Theme 1 (and 3 more for Theme 2)

Theme 1 Resources List:

Ref. code	Author	Title	Publisher	ISBN
Quercus	Anderson P	Management in Minutes	Quercus 2015	978-1-78429-326-0
Bplan	Finch B	How to Write a Business Plan 5 th Edn	Kogan Page 2016	978 0749 475 697
Pearson	Coupland-Smith et al	Business 9-1	Pearson 2017	978 1292 179 841
43 Mistakes	Bannatyne D	43 Mistakes Businesses Make	Headline 2011	978 07553 6226 4
Marcouse	Marcouse I.	Edexcel Business Studies for GCSE 9-1	Hodder & Stoughton 2017	978 14718 9935 5
Start-Up*	Williams S.	Business Start-Up 2017/18	Pearson 2016	978 1 292 17586 7
The Business Book	Dorling Kindersley	The Business Book	Dorling Kindersley 2014	978-1-4093-4126-0
Worksheets	Marcouse I	A-Z Business Worksheets for Edexcel GCSE 9-1	A-Z Business Training Ltd. 2017	
Exam Packs	Marcouse I	A-Z Business Exam Packs for Edexcel GCSE 9-1	A-Z Business Training Ltd. 2017	

*A really useful book for you: authoritative and up-to-date.

Other useful resources available from:

A-Z Business Training Ltd publishes 'eBus' 8 times a year. This targets the Edexcel 9-1 GCSE specifically – and is completely free for 2017/18 and 2018/19. Contact Ian Marcouse at marcouse@btopenworld.com 3 Rayleigh Road, London SW19 3RE

Business Review, Hodder Education, Carmelite House, 50 Victoria Embankment, London, EC4Y 0DZ. Email: subscriptions@bookpoint.co.uk. Tel: +44 (0)1235 827827 and ask for magazine subscriptions

Businessstudiesonline.com has a range of quick tasks for students. It's worth a look, e.g. for on-line exercises on break-even analysis

Tutor2, at www.tutor2u.net. Wide range of on-line materials

TV Choice Ltd, Dept BA, 22 Charing Cross Road, London, WC2H 0HR Tel: 020 7379 0873

June 2017

Please note: updated versions of this Scheme of Work will be provided as part of 'eBus' from **A-Z Business Training Ltd**. 'eBus' is completely free for 2017/18 and 2018/19. Contact Ian Marcouse at marcouse@btopenworld.com