

Edexcel GCSE 9-1 Building a Business

Assuming 2 hours of teaching time per week, for 32 weeks

Wk	Spec Heading	Spec detail	Resources & Advice
Topic 2.1 Growing the business			
	Introduction to Building a Business		Start with a short case about a fast-growing business – ideally a topical one. eBus will be focusing on these cases during the early part of 2017/18.
	2.1.1 Business growth (1)	<p>Methods of business growth and their impact:</p> <ul style="list-style-type: none"> internal (organic) growth: new products (innovation, research and development), new markets (through changing the marketing mix or taking advantage of technology and/or expanding overseas) external (inorganic) growth: merger, takeover. 	<p>Marcouse 9-1 Book, Ch 30: Methods of growth, including the Genius Foods exam practice case on P152</p> <p>A-Z Worksheet 9-1, No 62: Organic and inorganic growth</p> <p>Start-Up 2017/18: Ch 25 Moving ahead</p>
	2.1.1 Business growth (2)	<p>The types of business ownership for growing businesses:</p> <ul style="list-style-type: none"> public limited company (plc) <p>Sources of finance for growing and established businesses:</p> <ul style="list-style-type: none"> internal sources: retained profit, selling assets external sources: loan capital, share capital, including stock market flotation (public limited companies). 	<p>Marcouse 9-1 Book, Ch 31: Finance for growth, which includes plcs and stock market flotation</p> <p>A-Z Worksheet 9-1, No 38: Financing growth</p> <p>Start-Up 2017/18: Ch 24 Staying afloat and Ch 25 Moving ahead</p> <p>A-Z Worksheet 9-1, No 72: Public companies and flotation</p>
	2.1.2 Changes in business aims and objectives	<p>Why business aims and objectives change as businesses evolve:</p> <ul style="list-style-type: none"> in response to: market conditions, technology, performance, legislation, internal reasons. <p>How business aims and objectives change as businesses evolve:</p> <ul style="list-style-type: none"> focus on survival or growth entering or exiting markets growing or reducing the workforce increasing or decreasing product range. 	<p>Marcouse 9-1 Book, Ch 32: Changes in aims and objectives, including the exam practice case on P161, especially Qs 4 and 5.</p> <p>A-Z Worksheet 9-1, No 17: Changes in Aims and Objectives</p> <p>Pearson: Tyrrells Crisps case study on P157</p> <p>A-Z Worksheet 9-1, No 31: Entering or exiting markets</p>
	2.1.3 (1) Business and globalisation	<p>The impact of globalisation on businesses:</p> <ul style="list-style-type: none"> imports: competition from overseas, buying from overseas exports: selling to overseas markets changing business locations multinationals. 	<p>Marcouse 9-1 Book, Ch 33: Business and globalisation, which has good coverage of imports and exports and some useful End-of-chapter questions on P166.</p> <p>A-Z Worksheet 9-1, No 41: Globalisation</p> <p>A-Z Worksheet 9-1, No 47: Imports and Exports</p>
	2.1.3 (2) Business and globalisation	<p>Barriers to international trade:</p> <ul style="list-style-type: none"> tariffs trade blocs. <p>How businesses compete internationally:</p> <ul style="list-style-type: none"> the use of the internet and e-commerce changing the marketing mix to compete internationally. 	<p>Marcouse 9-1 Book, Ch 33: Business and globalisation, which has a super case on Lidl's £5.99 jeans – probing the moral and ethical questions involved.</p> <p>A-Z Worksheet 9-1, No 60: Marketing mix internationally</p>
	2.1.4 Ethics and business	<p>The impact of ethical considerations on businesses:</p> <ul style="list-style-type: none"> how ethical considerations influence business activity: possible trade-offs between ethics and profit the potential impact of pressure group activity on the marketing mix. 	<p>Marcouse 9-1 Book, Ch 34: the Practice question on Byron Hamburgers includes a penetrating 12-mark, exam-style question</p> <p>Case study: Value Added and Business ethics</p> <p>Case Study: Charles Tyrwhitt</p> <p>A-Z Worksheet 9-1, No 65: Pressure group activity</p>

	2.1.4 The environment and business	<p>The impact of environmental considerations on businesses:</p> <ul style="list-style-type: none"> ● how environmental considerations influence business activity: <p>Possible trade-offs between the environment, sustainability and profit</p>	<p>Marcouse 9-1 Book, Ch 35: this chapter has some useful End of Chapter exercises on P 175.</p> <p>Case study: Toxic (no answers, I'm afraid)</p> <p>A-Z Worksheet 9-1, No 33 and 34: environmental issues: short term and long term</p> <p>Start-Up 2017/18: Ch 20 Your business and the environment</p> <p>Quercus: Sustainability, P84</p>
		Revision for section 2.1	Marcouse 9-1 Book, P176: Exam-style questions on Topic 2.1
Topic 2.2 Making marketing decisions			
	2.2.1 Product	<p>The design mix:</p> <ul style="list-style-type: none"> ● function, aesthetics, cost. <p>The product life cycle:</p> <ul style="list-style-type: none"> ● the phases of the product life cycle ● extension strategies. <p>The importance to a business of differentiating a product/service.</p>	<p>Marcouse 9-1 Book, Ch 36: Product, including the design mix, the life cycle and differentiation. Both the End-of-chapter questions and the Price Questions are valuable.</p> <p>A-Z Worksheet 9-1, No 28: Design and the Design Mix</p> <p>Case study: Crocs (really old, but I think it'll have resonance still in the classroom – if only because Crocs are still laughed at)</p> <p>Pearson: Design mix activity on P178</p> <p>A-Z Worksheet 9-1, No 67: Product Life Cycle</p> <p><i>Business Review</i> Feb 2017: 10 Things You Should Know About Product Life Cycle</p>
	2.2.2 Price	<p>Price</p> <ul style="list-style-type: none"> ● pricing strategies ● influences on pricing strategies: technology, competition, market segments, product life cycle. 	<p>Marcouse 9-1 Book, Ch 37: Price. A particularly interesting chapter with plenty of up-to-date, student-friendly examples. The Practice Question is a must.</p> <p>Case study: Galaxy for 15p. It's about Galaxy in India – with an interesting pricing issue</p>
	2.2.3 Promotion	<p>Promotion:</p> <ul style="list-style-type: none"> ● appropriate promotion strategies for different market segments: advertising, sponsorship, product trials, special offers, branding ● the use of technology in promotion: targeted advertising online, viral advertising via social media, e-newsletters. 	<p>Marcouse 9-1 Book, Ch 38: good Spec coverage and a student-friendly set of End-of-Chapter exercises</p> <p>The Business Book: P260: Creating a brand</p> <p>Quercus: Brands, P100</p> <p>A-Z Worksheet 9-1, No 90: Technology and the marketing mix</p>
	2.2.4 Place	<p>Place:</p> <ul style="list-style-type: none"> ● methods of distribution: retailers and e-tailers (e-commerce). 	<p>Marcouse 9-1 Book, Ch 39: this is a strong chapter – all the stronger because it shows that the Spec details on the left are far too sparse. Expect plenty of questions on e-commerce, for which an understanding of Place will be key. Note the demanding Exam Practice Question on P194.</p> <p>The Business Book: P276: E-Commerce becomes M-commerce</p>
	2.2.5 Using the marketing mix to make business decisions	<p>How each element of the marketing mix can influence other elements.</p> <p>Using the marketing mix to build competitive advantage.</p> <p>How an integrated marketing mix can influence competitive advantage.</p>	<p>Marcouse 9-1 Book, Ch 40: this is a very important topic, because it will yield many a 9 and 12-mark question. The Practice Question on P198 is valuable.</p> <p>Case Study: the launch of Look magazine. Written 10 years' ago, but I think the case still holds up – and it's interesting to have the benefit of hindsight (it's still going; but starting to struggle)</p>
		Revision for section 2.2	<p>Marcouse 9-1 Book, P199: Exam-style questions on Topic 2.2</p> <p>Marketing case study: Naked Pizza</p> <p>Quercus: Marketing, P96</p>
Topic 2.3 Making operational decisions			
	2.3.1 Business operations (1)	<p>The purpose of business operations:</p> <ul style="list-style-type: none"> ● to produce goods ● to provide services. <p>Production processes:</p> <ul style="list-style-type: none"> ● different types: job, batch, flow ● the impact of different types of production process: keeping 	<p>Marcouse 9-1 Book, Ch 41: Business operations. This chapter has full coverage of production types and productivity and a super Exam Practice question on P206</p> <p>A-Z Worksheet 9-1, Production processes</p> <p>A-Z Worksheet 9-1, No 68: Productivity</p>

		productivity up and costs down and allowing for competitive prices.	
2.3.1 Business operations (2)	Impacts of technology on production:	<ul style="list-style-type: none"> balancing cost, productivity, quality and flexibility. 	Marcouse 9-1 Book, Ch 42: Technology, productivity and production. The chapter has good material and a helpful Practice Question on Morrisons
2.3.2 Working with suppliers (1)	Managing stock:	<ul style="list-style-type: none"> interpretation of bar gate stock graphs the use of just in time (JIT) stock control. 	Marcouse 9-1 Book, Ch 43: straightforward text and super End of Chapter exercises – but definitely use the Practice Question – which has amazing data on the PS4. Pearson: Stock control activity on P220 A-Z Worksheet 9-1, No 56 Managing stock
2.3.2 Working with suppliers (1)	The role of procurement:	<ul style="list-style-type: none"> relationships with suppliers: quality, delivery (cost, speed, reliability), availability, cost, trust the impact of logistics and supply decisions on: costs, reputation, customer satisfaction. 	Marcouse 9-1 Book, Ch 44: Procurement: working with suppliers. Note the Practice Question, which has a tough 12-mark question A-Z Worksheet 9-1, No 69 Procurement & Logistics
2.3.3 Managing quality	The concept of quality and its importance in:	<ul style="list-style-type: none"> the production of goods and the provision of services: quality control and quality assurance allowing a business to control costs and gain a competitive advantage. 	Marcouse 9-1 Book, Ch 45: Managing quality. The Practice question has valuable 6 and 12-mark questions A-Z Worksheet 9-1, No 55 Managing quality A-Z Worksheet 9-1, No 21: Competitive advantage
2.3.4 The sales process	The sales process:	<ul style="list-style-type: none"> product knowledge, speed and efficiency of service, customer engagement, responses to customer feedback, post-sales service. <p>The importance to businesses of providing good customer service.</p>	Marcouse 9-1 Book, Ch 46: The sales process. A detailed text and a strong Practice question (6 and 9-mark questions). A-Z Worksheet 9-1, No 78 Sales Process
		Revision for section 2.3	Marcouse 9-1 Book, P228-9: Exam-style questions on Topic 2.3
Topic 2.4 Making financial decisions			
2.4.1 Business calculations	The concept and calculation of:	<ul style="list-style-type: none"> gross profit net profit <p>Calculation and interpretation of:</p> <ul style="list-style-type: none"> gross profit margin net profit margin average rate of return. 	Marcouse 9-1 Book, Ch 47: Business calculations. This chapter comes with some useful tables of data showing profit margins of Supergroup v Ted Baker v French Connection. And ARR is covered in a highly accessible manner. The End of Chapter exercises will be invaluable. A-Z Worksheet 9-1, No 71 Profit margins Pearson: ARR Exam-style Q on P243 A-Z Worksheet 9-1, No 2: Average rate of return
2.4.2 Understanding business performance	The use and interpretation of quantitative business data to support, inform and justify business decisions:	<ul style="list-style-type: none"> information from graphs and charts financial data marketing data market data. <p>The use and limitations of financial information in:</p> <ul style="list-style-type: none"> understanding business performance making business decisions. 	Marcouse 9-1 Book, Ch 48: Understanding Business Performance. This is a data-packed, detailed chapter followed by an extensive section of Calculation Exercises as well as End of Chapter exercises. The Answer Guide will come in handy. Case study exercise: increasing profits Numeracy exercise: robots. Marketing data analysis <i>Business Review</i> Nov 2016: 10 Things You Should Know About Market size, growth and share A-Z Worksheet 9-1, No 94: Understanding business performance

		Revision for section 2.4	Marcouse 9-1 Book, P242-3: Exam-style questions on Topic 2.4
Topic 2.5 Making human resource decisions			
2.5.1 Organisational structures (1)	Different organisational structures and when each are appropriate: <ul style="list-style-type: none"> • hierarchical and flat • centralised and decentralised. 	Marcouse 9-1 Book, Ch 49: Organisational structures, including a super Practice Question based on a past episode of 'Undercover Boss' A-Z Worksheet 9-1, No 63 Organisational structure Quercus: Hierarchies, P50	
2.5.1 Organisational structures (2)	The importance of effective communication: <ul style="list-style-type: none"> • the impact of insufficient or excessive communication on efficiency and motivation • barriers to effective communication. 	Marcouse 9-1 Book, Ch 50: Effective communication. Please note the useful End of chapter Qs Case study on hierarchy and communications Quercus: Communication, P254 A-Z Worksheet 9-1, No 19: Communication	
2.5.1 Organisational structures (3)	Different ways of working: <ul style="list-style-type: none"> • part-time, full-time and flexible hours • permanent, temporary, and freelance contracts • the impact of technology on ways of working: efficiency, remote working. 	Marcouse 9-1 Book, Ch 51: Different ways of working. Here, the key exercise is the Deliveroo Practice Question, especially the 9-marker. A-Z Worksheet 9-1, No 91 Technology and ways of working	
2.5.2 Effective recruitment	Different job roles and responsibilities: <ul style="list-style-type: none"> • key job roles and their responsibilities: directors, senior managers, supervisors/team leaders, operational and support staff. How businesses recruit people: <ul style="list-style-type: none"> • documents: person specification and job description, application form, CV • recruitment methods used to meet different business needs (internal and external recruitment). 	Marcouse 9-1 Book, Ch 52 Effective recruitment. Never my favourite topic, but students love it. The material on P264 could easily be turned into a role play. Case study: recruitment at Toyota. A-Z Worksheet 9-1, No 74 Recruitment effectiveness Start-Up 2017/18: Ch 18 Getting the right staff	
2.5.3 Effective training and development	How businesses train and develop employees: <ul style="list-style-type: none"> • different ways of training and developing employees: formal and informal training, self-learning, ongoing training for all employees, use of target setting and performance reviews. Why businesses train and develop employees: <ul style="list-style-type: none"> • the link between training, motivation and retention • retraining to use new technology. 	Marcouse 9-1 Book, Ch 53 Effective training and development: good material and a super Practice Question at the end. A-Z Worksheet 9-1, No 93 Training and development	
2.5.4 Motivation	The importance of motivation in the workplace: <ul style="list-style-type: none"> • attracting employees, retaining employees, productivity. How businesses motivate employees: <ul style="list-style-type: none"> • financial methods: remuneration, bonus, commission, promotion, fringe benefits • non-financial methods: job rotation, job enrichment, autonomy. 	Marcouse 9-1 Book, Ch 54: Motivation. Students will love the Asda v Morrisons Practice Question on P275 Case study: motivation. A-Z Worksheet 9-1, No 61: Motivation	
		Revision for section 2.5	Marcouse 9-1 Book, P276-7: Exam-style questions on Topic 2.5

			A-Z Revision on Marketing & People
	Revision for the whole course		Revision crossword puzzle for GCSE Case study: Coconut Water A-Z Worksheet 9-1, Nos 95-100 Six revision worksheets Exam Packs: the A-Z Exam Pack has three complete exam papers (plus mark schemes) for Theme 2 (and 3 more for Theme 1)

Theme 2 Resources List:

Reference code	Author	Title	Publisher	ISBN
Marcouse 9-1	Marcouse I.,	Edexcel GCSE 9-1 Business 2 nd Edn	Hodder & Stoughton 2017	978 1 4718 9935 5
Worksheets	Marcouse I	100 A-Z Business Worksheets for Edexcel GCSE 9-1	A-Z Business Training Ltd. 2017 See www.a-zbusinessstraining.com	
Dummies	Mortimer R et al	Marketing for Dummies, 2 nd Edn	John Wiley 2009	978 0470 74179 5
Start-Up	Williams S.	Business Start-Up 2017/18	Pearson 2016	978 1 292 17586 7
Pearson	Coupland-Smith et al	Edexcel GCSE Business 9-1	Pearson 2017	978 1292 179 841
The Business Book	Dorling Kindersley	The Business Book	Dorling Kindersley 2014	978-1-4093-4126-0
Quercus	Anderson P	Management in Minutes	Quercus 2015	978-1-78429-326-0
Exam Packs	Marcouse I	A-Z Business Exam Packs for Edexcel GCSE 9-1	A-Z Business Training Ltd. 2017	

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@bopenworld.com 3 Rayleigh Road, London SW19 3RE

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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@bopenworld.com 3 Rayleigh Road, London SW19 3RE