

Business Foundation

Year 9

Scheme of Work 2024 - 2025

Subject leader: Mrs L Owolabi

Topics by term	Investigating Enterprise					
	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Topics taught	1. Generating ideas for an enterprise activity (8 lessons) 2. Aims of a micro-enterprise (4 lessons) 3. Products or services to be sold (2 lessons) Assessment (1 lesson)	1. Identifying the Target Market (2 lessons) 2. Methods of communication with the customer (3 lessons) 3. Resources required (4 lessons) 4. Risk assessment and contingency planning (6 lessons)	1. Pitching a micro-enterprise activity (5 lessons) 2. Review own pitch for a micro-enterprise activity (5 lessons) 3. The role of enterprise (5 lessons)	1. Business Enterprise 2. Business Ownership 3. Role of Marketing 4. Market Research 5. Market Segmentation 6. Marketing Mix	1. Sources of Finance 2. Revenue, Costs and Profit 3. Breakeven 4. Cash flow Forecasts	1. Using Spreadsheets 2. How to create charts and graphs 3. How to best display data using spreadsheets

		5. Pitching a micro-enterprise activity (2 lessons)				
Prerequisite Learning	N/A	Students are required to complete their business plan which can only be completed after final ideas on objectives and product/service offered are decided upon in Term 1.	The pitch will be delivered covering all aspects of the business plan from Terms 1 and 2.	Students start to learn more business theory and develop analytical skills by looking at case studies. The topics covered in the practical business plan and pitch during Terms 1-3 are a useful foundation .	The financial elements are briefly covered when students are completing their business plan in Terms 1 and 2. This will give students are foundation to start developing their financial knowledge and understanding.	The ICT skills needed for Year 10 are taught at this stage in the course after the business content has been delivered during Terms 1-5.
Why teach this now?	This allows a gentle introduction to the subject with a focus on setting up a business which helps to increase enthusiasm and confidence. The theory that is touched on during this term is developed during both coursework units and their final examined unit.	The topics covered in this term follow on from Term 1 and are required for students to complete their business plan templates.	Students are able to develop their interpersonal and pitching skills that will be required in the second coursework unit R069.	The business and marketing topics covered this term will be explored again during the students first coursework unit and in their final exam in Year 11.	The financial topics are taught after all the marketing topics have been covered. In Year 10 students will start on their coursework unit which include the combination of marketing and financial tasks. These topics are also assessed in their final examined unit.	Using Excel spreadsheets and learning about the key features will be crucial for coursework Unit R068 which students will start at the beginning of Year 10. They will be required to enter data, analyse data and create pie charts and bar graphs.

Exam Board?							
Specification o References	Big questions	Topic area: main Items and learning objectives All: grades 1-3 Most: grades 4-6 Some: grades 7-9 Examples	Outcomes	Key Terms/ concepts Literacy Numeracy	Assessment and homework tasks	Resources	Personal Development (SMSC, PSHE, British Values)
Term 1							
Week 1	Learning Aim A: Explore ideas, and plan for a micro-enterprise						
Learning Aim A	<ul style="list-style-type: none"> Can you explain what makes a good entrepreneur? Can you explain the difference between goods and services? Can you identify innovative businesses? 	<ul style="list-style-type: none"> Define entrepreneur Explain why being innovative is important in business Evaluate the ideas of a range of start-up businesses 	<p>A1 Generating ideas for a micro-enterprise activity</p> <p>Ideas could involve:</p> <ul style="list-style-type: none"> innovation of products/services provision of products/services in new contexts provision of products/services to new markets 	<p>Innovation</p> <p>Products</p> <p>Services</p> <p>Entrepreneurs</p>	<ul style="list-style-type: none"> Component Two Coursework Task Assignment One Homework – PPT on chosen entrepreneur 	<ul style="list-style-type: none"> PPT Video clips from the BBC programme Dragons' Den (www.bbc.co.uk/programmes/b006vq92) 	
Week 2	Learning Aim A: Explore ideas, and plan for a micro-enterprise						
Learning Aim A	<ul style="list-style-type: none"> Can you select an idea and justify your choice of enterprise? Can you identify resources needed to start up an enterprise? Can you explain why financial forecasts are important for new enterprises? 	<ul style="list-style-type: none"> List the factors to be considered when selecting ideas for a new enterprise Compare ideas with others and create a shortlist Evaluate the thought showers of ideas produced and colour code them according to whether an idea should be dropped (red), be considered in more detail (amber) or could work well and be developed further (green) 	<p>A1 Generating ideas for a micro-enterprise activity</p> <p>Factors to be considered when selecting final idea:</p> <ul style="list-style-type: none"> resources available financial forecasts costing and pricing methods of communication and promotion potential customers 	<p>Communication</p> <p>Customers</p> <p>Costings</p> <p>Constraints</p>	<ul style="list-style-type: none"> Component Two Coursework Task Assignment One 	<ul style="list-style-type: none"> PPT 	<p>SMSC: How businesses can be ethical?</p>

Week 3	Learning Aim A: Explore ideas, and plan for a micro-enterprise						
Learning Aim A	<ul style="list-style-type: none"> Can you explain why a well-known entrepreneur has been successful? Can you identify the skills needed by a successful entrepreneur? Do you know how to develop entrepreneurial skills? 	<ul style="list-style-type: none"> List the skills required to be an entrepreneur Explain why each skill is crucial to the success of an enterprise Discuss and agree on the top 5 skills that would contribute to the success of an enterprise 	<p>A1 Generating ideas for a micro-enterprise activity</p> <p>A skills audit by students, to consider:</p> <ul style="list-style-type: none"> leadership, personal and communication skills required technical and practical skills required 	Leadership Communication	•Component Two Coursework Task Assignment One	<ul style="list-style-type: none"> PPT Corporate Coach Group (https://corporatecoachgroup.com/courses/leadership-and-management-training). 	
Assessment 1 - Learning Aim A							
Week 4	Learning Aim A: Explore ideas, and plan for a micro-enterprise						
Learning Aim A	<ul style="list-style-type: none"> Can you list the skills required to be an entrepreneur? Can you explain why each skill is crucial to the success of an enterprise? Can you explain why being innovative is important in business? 	Students work independently to finalise the enterprise idea they are going to follow for the remainder of this learning aim. Students use their experience of exploring enterprises to generate and decide on an idea for a realistic micro-enterprise. This may involve some research to help make decisions	<p>A1 Generating ideas for a micro-enterprise activity</p> <ul style="list-style-type: none"> Recap lesson for students to consolidate their understanding of the content covered in A1 and to prepare for their assessment 		•Component Two Coursework Task Assignment One	<ul style="list-style-type: none"> PPT Corporate Coach Group (https://corporatecoachgroup.com/courses/leadership-and-management-training). 	
Week 5	Learning Aim A: Explore ideas, and plan for a micro-enterprise						
Learning Aim A	<ul style="list-style-type: none"> Can you define 'social enterprise'? Can you explain other purposes of business apart from making a profit? 	<ul style="list-style-type: none"> Recognise appropriate financial and non-financial aims for micro-enterprises. Discuss how social enterprises can help to meet the needs of a community Recommend SMART aims for an enterprise 	<p>A2 Plan for a micro-enterprise activity</p> <p>Aims of the micro-enterprise: financial aims, e.g. to make a profit, to break-even</p> <ul style="list-style-type: none"> non-financial aims, e.g. customer satisfaction, social aims such as meeting a need in the community 	Social aims Financial aims Non-financial aims	•Component Two Coursework Task Assignment One Homework Task: Research Jamie Oliver's Fifteen restaurant and explain why it is a social enterprise	<ul style="list-style-type: none"> PPT Case study: entrepreneur Theo Paphitis invites small businesses to tweet business ideas 	SMSC: Social Enterprise focus
Week 6	Learning Aim A: Explore ideas, and plan for a micro-enterprise						

Learning Aim A	<ul style="list-style-type: none"> Can you explain why having a USP is so important? Can you explain the features and functions of the product or service for your chosen micro-enterprise? Can you explain why making sure costs are as low as possible is important? 	<ul style="list-style-type: none"> Define 'products', 'goods' and 'services' Identify the features and functions of the product or service for a selected micro-enterprise Recommend how enterprises can address costings, price and competition 	<p>A2 Plan for a micro-enterprise activity</p> <p>Products or service to be sold, including:</p> <ul style="list-style-type: none"> features, benefits and unique selling points selling price cost competitors 	USP Competitors	•Component Two Coursework Task Assignment One	•PPT •Examples of product brochures	
Term 2							
Week 1	Learning Aim A: Explore ideas, and plan for a micro-enterprise						
	<ul style="list-style-type: none"> Can you define 'Segmentation'? Can you list the different ways to segment a market? Can you recommend ways to target a specific segment? 	<ul style="list-style-type: none"> Describe different methods of segmentation Explain why businesses use target marketing Analyse and evaluate how appealing a product or service is to a target market 	<p>A2 Plan for a micro-enterprise activity</p> <p>Identifying the target market:</p> <ul style="list-style-type: none"> market segment appeal to target market how product or service will reach market, e.g. selling direct, online or both establishing and sustaining sales to the target customers 	Segmentation Target market Product Service	•Component Two Coursework Task Assignment Two Homework: Choose a local business and write a short report on the target market including 1) age range 2) gender 3) location 4) income	•PPT Catalogues and websites covering a range of products and services could generate discussion on target markets – e.g., by looking at the watches section of an online jeweller or in a printed jewellery catalogue.	
Week 2	Learning Aim A: Explore ideas, and plan for a micro-enterprise						
Learning Aim A	<ul style="list-style-type: none"> Can you list different ways to communicate with your target market? 	<ul style="list-style-type: none"> Identify the different types and methods of communication 	<p>A2 Plan for a micro-enterprise activity</p> <ul style="list-style-type: none"> selection of methods, e.g. advertising, use of social media 	Promotion Cost effectiveness	•Component Two Coursework Task Assignment Two	•PPT •Logos from social media sites such as	PSHE: Reference to responsible

	<ul style="list-style-type: none"> Can you recommend the best way to design promotional material? Can you explain what 'cost effectiveness' means? 	<ul style="list-style-type: none"> Explain the purposes of communication and the usefulness of different methods of communication Evaluate the promotional communication used by an enterprise and evaluate it in terms of content and appearance 	<ul style="list-style-type: none"> cost effectiveness design of promotional materials, i.e. appropriate content (accuracy, completeness and clarity of information/message) and appropriate appearance (e.g. use of colour, visual features, images, logos, text) 	Clarity	Homework Task: Local Radio station worksheet	Twitter or Instagram are good examples of instant and informative communication identification •Examples of promotional communications from a range of sources	use of Social Media
Week 3	Assessment 2 on Big Questions covered in Learning Aim A						
Weeks 3 and 4	Learning Aim A: Explore ideas, and plan for a micro-enterprise						
Learning Aim A	<ul style="list-style-type: none"> Can you list the physical resources that are needed for the enterprise? Can you identify the start-up costs needed for the enterprise? Can you explain what 'cost of sales' means? Can you list the roles needed to successfully run the enterprise? 	<ul style="list-style-type: none"> List all the resources used to produce the products or services. Explain the difference between 'physical', 'financial' and 'human' resources. Assess the resources of a micro-enterprise to identify which resources are essential, important and desirable 	<ul style="list-style-type: none"> physical resources, including location, materials, equipment, fixtures and fittings, information technology, stock financial resources, including sources of finance, start-up costs, running costs, production costs/cost of sales human resources, e.g. skills and roles, possible training and development needs 	Sources of Finance Start-up costs Running costs Training and Development	•Component Two Coursework Task Assignment Two	•PPT •Video clip of manufacturing - the Adidas video of the production of the official match ball for the 2010 World Cup (www.youtube.com/watch?v=hP5XLRV7oU).	
Weeks 5 and 6	Learning Aim A: Explore ideas, and plan for a micro-enterprise						
Learning Aim A	<ul style="list-style-type: none"> Do you know where the enterprise can accumulate finances from? 	<ul style="list-style-type: none"> Identify all the risks facing their own micro-enterprises 	<ul style="list-style-type: none"> lack of skills competitors and their actions 	Risk assessment Contingency planning	•Component Two Coursework Task Assignment Two	•PPT •Articles on high profile risk taking	

	<ul style="list-style-type: none"> Can you explain the difference between internal and external sources of finance? Can you explain what 'quality control' means? Can you explain what contingency planning means? 	<ul style="list-style-type: none"> Explain the contingency planning by broadly identifying ways to mitigate these risks Evaluate the strength of a contingency plan 	<ul style="list-style-type: none"> unexpected costs of production sourcing resources e.g. financial resources, suppliers of materials/stock quality control issues lack of customer interest 	Quality control		https://www.inc.com/partners-in-leadership/5-wildly-successful-entrepreneurs-reveal-how-risk-taking-propelled-their-careers.html	
Term 3							
Week 1	PITCH A MICRO-ENTERPRISE ACTIVITY						
Learning Aim B	<ul style="list-style-type: none"> Can you explain what a 'pitch' is? Can you explain what the key elements of a good pitch are? Can you explain the importance of being persuasive? 	<ul style="list-style-type: none"> Outline what should be included in a pitch Discuss the features identified as part of a good pitch and those identified as part of a bad pitch Assess a pitch and feedback areas for improvement 	<ul style="list-style-type: none"> Pitching: presenting key elements of a business plan logically 	Pitch Coherence Persuasive	<ul style="list-style-type: none"> Component Two Coursework Task Assignment Two Homework Task – 'Dragon's Den Big Pitch' 	<ul style="list-style-type: none"> PPT Clips from the BBC TV programme 'Dragons' Den' (www.bbc.co.uk/programmes/b006vq92) highlighting potential entrepreneurs' pitches 	PSHE: Building confidence to speak in front of others
Week 1	PITCH A MICRO-ENTERPRISE ACTIVITY						
Learning Aim B	<ul style="list-style-type: none"> Can you explain why having a 'positive attitude' is important for a successful pitch? Can you explain why it is important to prepare properly before doing a pitch? 	<ul style="list-style-type: none"> Define 'professional behaviour and conduct' Explain why having a 'positive attitude' is important for a successful pitch. Explain the importance of being well rehearsed and prepared. 	<ul style="list-style-type: none"> professional behaviour and conduct of presenter positive attitude well-rehearsed and prepared 	Professional behaviour Positive attitude Well-rehearsed	<ul style="list-style-type: none"> Component Two Coursework Task Assignment Two 	<ul style="list-style-type: none"> PPT Example of TV presenter https://www.youtube.com/watch?v=92R703C-sk0 	
Week 2	PITCH A MICRO-ENTERPRISE ACTIVITY						

Learning Aim B	<ul style="list-style-type: none"> • Can you define 'body language'? • Can you explain why the tone of the pitch is so important? • Can you recommend how a pitch can be improved in terms of tone, pace and body language? 	<ul style="list-style-type: none"> • Discuss the significance of body language, gestures and eye contact • Explain the importance of using business terminology • Provide feedback on language and tone, pace, volume and projection and give recommendation on how to improve 	<ul style="list-style-type: none"> • body language, gestures and eye contact • language and tone, pace, volume and projection • use of business terminology • listening, handling questions and formulating appropriate responses 	Body language Tone Pace	•Component Two Coursework Task Assignment Two	•PPT	
Week 3	Assessment on Learning Aim A and B						
Week 3	PITCH A MICRO-ENTERPRISE ACTIVITY						
Learning Aim B			Students work in small teams to: <ul style="list-style-type: none"> • rehearse their individual presentations • provide feedback to others • collect feedback on their own presentations. • Students annotate feedback to show what went well and how they will amend their presentation to make improvements 		•Component Two Coursework Task Assignment Two Homework: 'The importance of the Shepherd Neame pitch' worksheet	<ul style="list-style-type: none"> •Video Camera •Audio recording equipment 	
Week 4	PITCH A MICRO-ENTERPRISE ACTIVITY						
Learning Aim B			Students present their individual evidence for Learning aim B.		•Component Two Coursework Task Assignment Two	Audience, projectors, presentation aids, camera, records of activity, feedback forms	
Week 5	Review own pitch for a micro-enterprise activity						
Learning Aim C	<ul style="list-style-type: none"> • Can you assess how well you think your pitch went? • Can you get feedback on your 	<ul style="list-style-type: none"> • Summarise how they feel their performance went. • Collect feedback forms and records of activity 	Receive feedback from audience on: <ul style="list-style-type: none"> • the business content of the pitch • the presentation and communication skills demonstrated 	Presentation skills Communication skills	•Component Two Coursework Task Assignment Three	•Collection of quotes and statements on students' performances	

	pitch from other students?	<p>relating to their own performance</p> <ul style="list-style-type: none"> Identify any gaps in the feedback collected and seek to get peers and other members of the audience to give specific feedback on that aspect 				<ul style="list-style-type: none"> Evidence submitted for Learning aim B – for example, plans. All feedback forms 	
Week 6	Review own pitch for a micro-enterprise activity						
Learning Aim C	<ul style="list-style-type: none"> Can you reflect on the feedback that you have collected to identify what went well and areas of your pitch that you can improve on? 	<ul style="list-style-type: none"> Design a template to best evidence their reviews, for example, tables to show what went well, cross-referenced to feedback forms or with quotes. Assess own performance based on the evidence collected as well as self-reflection 	<p>Reviewing plan and personal performance, reflecting on feedback gathered from others:</p> <ul style="list-style-type: none"> what went well, e.g. clear synopsis of plan, demonstration of skills what went less well or did not go to plan, e.g. not clearly explaining plan, lack of presentation and communication skills 	Self-reflection	Component Two Coursework Task Assignment Three	<ul style="list-style-type: none"> Collection of quotes and statements on students' performances Evidence submitted for Learning aim B – for example, plans. All feedback forms 	
Term 4							
Week 1	The role of Business enterprise						
	<ul style="list-style-type: none"> Why do you think businesses exist? What does 'enterprising' mean? Can you define 'entrepreneur'? Can explain the characteristics of being a successful entrepreneur? Can you give an example of a 	<ul style="list-style-type: none"> Identify the characteristics of an entrepreneur Explain the risks and rewards that come with running a business Analyse and evaluate whether potential entrepreneurs would be successful 	<ul style="list-style-type: none"> The purpose of business activity and enterprise Characteristics of an entrepreneur The concept of risk and reward 	Entrepreneur Spotting an opportunity Enterprising characteristics	<ul style="list-style-type: none"> Multiple choice questions (textbook) Data Response Homework Research Activity 1 (textbook) Sample Assessment material Q16A https://www.ocr.org.uk/Images/304214-unit-j204-01-business-1-business-activity- 	<ul style="list-style-type: none"> PPT OCR Business Textbook Do entrepreneurs set up in business for a better work/life balance? http://startups.co.uk/improving-work-life-balance 	SMSC: Non-financial rewards to include helping others

	business taking risks? • Can you list some non-financial rewards?				marketing-and-people-sample-assessment-material.pdf		
Week 2	Business Ownership						
	<ul style="list-style-type: none"> Can you list some sole trader businesses? What are the benefits of being your own boss? Can you define 'unlimited liability'? What are the drawbacks of being a Public Limited Company? Can you explain the difference between a private and public limited company? 	<ul style="list-style-type: none"> Identify the features of different forms of business ownership Explain the advantages and disadvantages of different forms of business ownership Analyse and evaluate the suitability of different types of business ownership in different situations 	<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 	Limited liability Unlimited liability Sole trader Partnership Private limited company Public limited company Capital Shareholders	<ul style="list-style-type: none"> Multiple choice questions (textbook) Data Response Homework Activity 8 Research activity (textbook) Sample Assessment Material Questions 13 and 18a https://www.ocr.org.uk/Images/304214-unit-j204-01-business-1-business-activity-marketing-and-people-sample-assessment-material.pdf 	<ul style="list-style-type: none"> PPT OCR Business textbook DVD Careers Guest Speakers from local sole trader businesses (Cleaning and Electrician) Macknade LTD 	SMSC: Discussion on ethics of unlimited liability
Week 3	The Role of Marketing						
	<ul style="list-style-type: none"> Can you explain what marketing is and how it is used by businesses? Can you define 'segmentation'? Can you explain how a business can 	<ul style="list-style-type: none"> Identify and explain the roles of marketing in a business activity Explain how different businesses might have a different approach to marketing 	<ul style="list-style-type: none"> The purpose of marketing within business 	Marketing Market Research	<ul style="list-style-type: none"> Multiple choice questions (textbook) Data Response Homework Activity 1 True or False activity (textbook) 	<ul style="list-style-type: none"> PPT OCR Business textbook 	

	<p>understand it's customers – why is this important?</p>	<ul style="list-style-type: none"> Analyse and evaluate the purpose and importance of marketing in business activity 			<ul style="list-style-type: none"> Sample Assessment Material Questions 18b and 18d https://www.ocr.org.uk/Images/304218-unit-j204-02-business-2-operations-finance-and-influences-on-business-sample-assessment-material.pdf 		
Week 4	Market Research						
	<ul style="list-style-type: none"> What are the different methods of market research undertaken by businesses? How is primary and secondary market research used in different businesses situations? Do you know the difference between qualitative and quantitative data? 	<ul style="list-style-type: none"> Define the different methods of market research used by businesses Explain how primary and secondary research is used by different businesses Analyse the different types of market research and make justified recommendations as to which method is suitable in a particular situation 	<ul style="list-style-type: none"> 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 quantitative data in market research 	<p>Qualitative data Quantitative data Focus groups Census data Internal data</p>	<ul style="list-style-type: none"> Multiple choice questions (textbook) Data Response Homework Activity 4 Evaluation activity (textbook) Sample Assessment Material Questions 12 and 15 https://www.ocr.org.uk/Images/304214-unit-j204-01-business-1-business-activity-marketing-and-people-sample- 	<ul style="list-style-type: none"> PPT OCR Business textbook 	

					assessment-material.pdf		
Week 5	Market Segmentation						
	<ul style="list-style-type: none"> • What is 'segmenting the market'? • Why do you think segmenting the market is important? • Can you list different ways to segment a market? 	<ul style="list-style-type: none"> • Explain the meaning of segmentation • Explain how market segmentation helps businesses target customers • Analyse and evaluate methods of segmentation 	<ul style="list-style-type: none"> • The use of segmentation to target customers 	Market segmentation Target Market	<ul style="list-style-type: none"> • Multiple choice questions (textbook) • Data Response Homework • Activity 4 Evaluation activity (textbook) • Sample Assessment Material Questions 12 and 15 	<ul style="list-style-type: none"> • PPT • OCR Business textbook 	
Week 5 and 6	Marketing Mix						
	<ul style="list-style-type: none"> • What are the stages of the Product Life Cycle? • Can you recommend how a business could extend its Product Life Cycle? • Can you list the different pricing strategies that a business may use? • Can you explain the importance of place in marketing? 	<ul style="list-style-type: none"> • Identify different parts of the marketing mix • Explain how the different parts of the mix work together • Explain how different businesses may use the marketing mix to market their products or services • Evaluate how the 4Ps of the marketing mix work together • Evaluate the use of the marketing mix to inform and implement business decisions 	<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 • How the four Ps of the marketing mix work together • The use of the marketing mix to inform and implement business decisions 	Competitor pricing Cost-plus pricing Penetration pricing Skimming pricing Promotional pricing	<ul style="list-style-type: none"> • Multiple choice questions (textbook) • Data Response Homework • Activity 3 Explanation activity (textbook) • Sample Assessment Material Questions 2, 5, 6, 7, 16e • https://www.ocr.org.uk/Images/304214-unit-j204-01-business-1-business-activity-marketing-and-people-sample-assessment-material.pdf 	<ul style="list-style-type: none"> • PPT • OCR Business textbook • News article Pricing of lunches and lunch 'deals' http://www.bbc.co.uk/news/beat/article/37285515/anger-on-social-media-over-sainsburys-3-on-the-go-meal-deal-changes 	

	<ul style="list-style-type: none"> • Can you explain the difference between physical and digital distribution? • Can you list a range of promotional methods used by businesses? • Can you explain how point of sale promotion is used by different businesses? 						
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Term 5

Week 1 Sources of Finance

<p>Why might a business need finance? Where could they source this finance from? Can you explain why different sources of finance are suitable for new and for established businesses? What is the difference between short and long term finance?</p>	<ul style="list-style-type: none"> • List the main ways of raising finance and the costs and uses of these • Explain the advantages and disadvantages of different sources • Evaluate how and why different sources of finance are suitable for new and for established businesses 	<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>Interest Security Time Period Loans Overdraft Trade credit Retained Profit Sale of Assets Owners Capital Taking on a partner Share Issue Crowdfunding</p>	<ul style="list-style-type: none"> • Sample assessment material component 02 questions 12, 17e • Data Response 31 (page 235) 	<ul style="list-style-type: none"> • PPT • OCR GCSE (9-1) Business textbook • Learners could be shown an episode Junior Dragons Den (which is supporting Children in Need) https://www.youtube.com/watch?v=H0kbMpQ5Qc4 	
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Week 2 and 3	Revenue, Costs, Profit and Loss						
	<ul style="list-style-type: none"> Can you identify examples of different costs? Can you calculate costs and revenues for a given business situation? Are you able to calculate profit/loss? Can you calculate profitability ratios <ul style="list-style-type: none"> Can you calculate the average rate of return from data provided 	<p>Identify costs and revenue of a business</p> <p>Explain the meaning of revenue, costs, profit and loss in a business context</p> <p>Evaluate the financial position of a business using given data</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 	Revenue Fixed costs Variable costs Total costs Gross profit Net profit Gross Profit margin Net Profit margin Average rate of return (ARR) Loss Profitability Ratios Expenses	<ul style="list-style-type: none"> Sample assessment material component 02 questions 3, 9, 13, 15, 17b, 17d Data Response 32 (page 246) 	<ul style="list-style-type: none"> PPT OCR GCSE (9-1) Business textbook 	
Week 4	Breakeven						
	<ul style="list-style-type: none"> Can you explain the concept of breakeven and its uses Are you able to calculate the break-even quantity of a business Can you identify the breakeven point on a graph <ul style="list-style-type: none"> Can you explain the importance of the 'margin of safety' of a given business 	<ul style="list-style-type: none"> Define the term 'breakeven' Explain the concept of breakeven and its uses Evaluate the usefulness of break-even analysis in business decision-making 	<ul style="list-style-type: none"> The concept of break-even Simple calculation of break-even quantity <ul style="list-style-type: none"> The usefulness of break-even in business decision making 	Break-even forecast Break-even quantity Margin of safety	<ul style="list-style-type: none"> Sample assessment material component 02 question 17c GCSE Applied Business A243 Working in business June 2014 question: 3g Practice Questions and Data Response 33 (page 253) 	<ul style="list-style-type: none"> PPT OCR GCSE (9-1) Business textbook Employer Visit (ACS Cleaning) 	
Weeks 5 and 6	Cash-Flow Forecasts						

	<ul style="list-style-type: none"> Can you identify inflows and outflows? Can you explain the reason why a business may have poor cash flow? Can you make a recommendation on action that a business might take to correct a cash-flow problem? 	<ul style="list-style-type: none"> Identify the different parts that make up a cash flow forecast Explain the difference between cash and profit Evaluate the importance of cash to a business 	<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 <ul style="list-style-type: none"> Completion of cash flow forecasts 	Cash Flow Forecast Net Cash Flow Opening Balance Closing Balance Total Inflow Total Outflow Negative Cashflow Positive Cash Flow Liquidity Short term debts	<ul style="list-style-type: none"> Sample assessment material component 02 question 7 GCSE Applied Business A243 Working in business June 2014 question: 3c & d Practice Questions and Data Response 34 (page 261) 	<ul style="list-style-type: none"> PPT OCR GCSE (9-1) Business textbook Cash flow quiz http://www.bbc.co.uk/education/guides/z67mpv4/test 	
Term 6							
Week 1	ICT Skills – Presenting Market Research						
	<ul style="list-style-type: none"> Can you create a spreadsheet and create charts and graphs? Are you able to present data appropriately? 	ICT Lesson KS4				ICT Task	
Week 2	The overall aims of my market research						
	<ul style="list-style-type: none"> What are marketing aims? Can you give examples of marketing aims? 	<ul style="list-style-type: none"> Identifies the overall aims of the market research. Basic outline of the sampling method(s) to be used, evidencing limited understanding <ul style="list-style-type: none"> A sound explanation of the overall aims of 	<ul style="list-style-type: none"> Identifying the overall aims of the research 	Market research Marketing aims Qualitative Quantitative	Coursework Task: My Planning for Task 1A	<ul style="list-style-type: none"> PPT Task AB and PPT 'Big Questions' Task 1A Practice Assignment Brief 	

	<ul style="list-style-type: none"> Can you explain why marketing aims are important? 	<p>the market research. Sound justification of the sampling method(s) to be used, evidencing some understanding.</p> <ul style="list-style-type: none"> A comprehensive explanation of the overall aims of the market research. Comprehensive justification of the sampling method(s) to be used, evidencing clear understanding. 					
Week 3	Choosing market Research Tools						
	<ul style="list-style-type: none"> Can you identify primary market research methods? Can you identify secondary market research methods? Can you justify your chosen market reach methods? 	<ul style="list-style-type: none"> Identifies the overall aims of the market research. A sound explanation of the overall aims of the market research. A comprehensive explanation of the overall aims of the market research. 	<ul style="list-style-type: none"> Choose appropriate market research tools that will help you to achieve the research aims 	<p>Primary research Secondary Research Focus Groups Trade magazines Mintel Reports</p>	<p>Coursework Task: My Planning for Task 1B</p>	<ul style="list-style-type: none"> PPT Task AB and PPT 'Big Questions' Task 1B Practice Assignment Brief 	
Week 3	Choosing Sampling Methods						
	<ul style="list-style-type: none"> Can you describe different methods of sampling? 	<ul style="list-style-type: none"> Basic outline of the sampling method(s) to be used, evidencing limited understanding 	<p>Select your sampling method(s). Give reasons for your selection</p>	<p>Cluster sampling Convenience sampling</p>	<p>Coursework Task: My Planning for Task 1C</p>	<ul style="list-style-type: none"> PPT Task C and PPT 'Big Questions' Task 1C 	

	<ul style="list-style-type: none"> Can you explain the difference between quota and cluster sampling? <p>Are you able to justify your choice of sampling methods?</p>	<ul style="list-style-type: none"> Sound justification of the sampling method(s) to be used, evidencing some understanding <p>Comprehensive justification of the sampling method(s) to be used, evidencing clear understanding</p>		<p>Random Sampling Quota Sampling</p>		<ul style="list-style-type: none"> Practice Assignment Brief 	
Week 4	Carrying out Secondary Market Research						
	<ul style="list-style-type: none"> Can you describe different methods of secondary research? Can you carry out market research that will help you to achieve your marketing aims? Are you able to present your secondary research in a table? 	<ul style="list-style-type: none"> Creates market research tools with limited effectiveness, resulting in completed research outcomes with limited relevance to the aims. Creates three mostly effective market research tools, resulting in completed research outcomes with some relevance to the aims <p>Creates three comprehensive, accurate and fully effective market research tools resulting in completed research outcomes that are fully relevant to the aims</p>	<p>Create your three market research tools & (E) Carry out your market research</p>	<p>National Statistics Income levels Occupation Target market</p>	<p>Coursework Task: My Planning for Task 1D</p>	<ul style="list-style-type: none"> PPT Task D and PPT 'Big Questions' Task D Practice Assignment Brief 	<p>Social: Students to conduct own market research asking friends and family.</p>
Week 5	Carrying out Primary Market Research						
	<ul style="list-style-type: none"> Can you describe different methods of primary research? Can you carry out market research 	<ul style="list-style-type: none"> Creates market research tools with limited effectiveness, resulting in completed research outcomes with limited relevance to the aims. 	<ul style="list-style-type: none"> Create your three market research tools & (E) Carry out your market research 	<p>Surveys Focus Groups Interviews Quantitative Qualitative</p>	<p>Coursework Task: My Planning for Task 1E</p>	<ul style="list-style-type: none"> PPT Task D and PPT 'Big Questions' Task D Part 2' Practice Assignment Brief 	

	<p>that will help you to achieve your marketing aims?</p> <ul style="list-style-type: none"> • Are you able to present your primary research using charts? 	<ul style="list-style-type: none"> • Creates three mostly effective market research tools, resulting in completed research outcomes with some relevance to the aims • Creates three comprehensive, accurate and fully effective market research tools resulting in completed research outcomes that are fully relevant to the aims 					
Week 6	Collating and presenting your data						
	<ul style="list-style-type: none"> • Are you able to enter your data into a spreadsheet? • Are you able to create bar charts and pie charts using the data? <p>Are you able to analyse the charts?</p>	<ul style="list-style-type: none"> • Collates the results and uses basic method(s) to briefly present the research outcomes • Collates the results and uses mostly effective method(s) to present the research outcomes. <p>Collates the results and uses effective method(s) to present the research outcomes</p>	(F) Collate and present your primary market research findings	Collate Pie Chart Bar Chart Line Graph Column Row	Coursework Task: My Planning for Task 1F	<ul style="list-style-type: none"> • PPT 'Big Questions' Task F' • Practice Assignment Brief 	
Week 7							