

GCSE Business

Classroom Tips

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Agenda

- Introductions
- What's available from Pearson
- Topic booklets
- Application exercise
- Context corner
- Analyse group activity
- Evaluation exercise
- Starter questions
- Group session and feedback
- Q & A



What's available from Pearson

- Case studies
- Topic booklets
- Student exemplars
- Be in business lesson packs
- Knowledge retrieval and revision exercises
- Exam wizard

Case Studies



Pearson Edexcel GCSE Business

This case study relates to the following topic areas of the course specification:

- 1.1.1 The dynamic nature of business
- 1.1.3 The role of business enterprise
- 1.3.2 Business revenues, costs and profits
- 1.4.3 The marketing mix
- 2.2.1 Product
- 2.2.2 Price
- 2.2.3 Promotion
- 2.2.4 Place
- 2.2.5 Using the marketing mix to make business decisions

Recommended research activities:

What is inflation and what impact can it have on a business such as Sainsbury's?

Exam style questions:

1. State **one** factor Sainsbury's will consider when deciding its pricing
2. Outline **one** drawback to Sainsbury's of increasing its food offering over the past 3 years.



Sainsbury's sales boosted by premium ranges and promotions during Christmas



...h was offsetting lower inflation as it posted a festive quarter, boosted by its premium

(1) market chain were up 9.3 per cent in figure was dragged down by a 0.6 'ing Argos, and a 1.7 per cent 6.5 per cent during the

(2) on shaming Sainsbury's

Topic Booklets

GCSE Business

Theme 1.1.2 – Risk and Reward

Booster Booklet Specification

Subject content	What students need to learn:
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.	Students need to understand that many entrepreneurs start a business because of the associated rewards. These include business success, profit and independence. Students need to understand the various ways that business success can be measured (covered in greater detail in topic 1.3.2) the concept of profit and why an entrepreneur might want to have independence. All businesses involve an element of risk; students need to understand the concept of risk and the consequences of these risks for business owners.

Key terms in this topics

- **Risk** – the likely chance of a negative event occurring such as a business failing.
- **Reward** – the positive outcome of running a business such as making a profit.
- **Profit** – Total revenue – total costs
- **Success** – When a business achieves its aims and objectives (see topic 1.3.1)
- **Failure** – When a business fails to achieve its aims and objectives. Failure often

Include:

- Key terms
- Summary of topic
- Case study
- How case study links to specification
- Check your knowledge questions
- Common misconceptions
- Exam questions

Student exemplars

Justify – Paper 1 - Exemplar 1 (1BS01) Question 6(c)

In order to increase the number of desserts that can be produced to meet the extra demand, *Last Course Patisserie* is considering two options:

Option 1: investing in new machinery

A: new production

Option 2: employing more staff.

B: training staff

(c) Justify which **one** of these two options *Last Course Patisserie* should choose.

(9) 8 Q06c

The cake company should choose option 1.

A reason why Option 1 would be the best option. Developed in the context of the dessert business.

An advantage of choosing option 1 is that the new cake machine will increase productivity, since it can continue making desserts for much longer and probably at a faster rate than employees. Thus, the cake business can keep up with the demand made by customers by increasing its new dessert-making machinery, thus the business can supply customers with a wider range of improved cake that increasing customer satisfaction and therefore making it more likely that customers will return to the bakery.

Candidate provides a paragraph considering the drawbacks of the chosen option.

However, a disadvantage of option 1 is that staff may have to be trained in order to adapt to the new machine. This therefore wastes time and money as the members of staff are required to be able to use the dessert-making machine. Also, the machine will cause the business to have fixed costs, so the business will increase, may the bakery will have to sell more cakes and related goods in order to reach the new increased breakeven level of output. Thus, the profit margin of the business may also be reduced.

Be in Business Lesson Packs

Your USP

Your current skills, characteristics & attributes

What you'd like your USP to be in the future

What it might take to get there

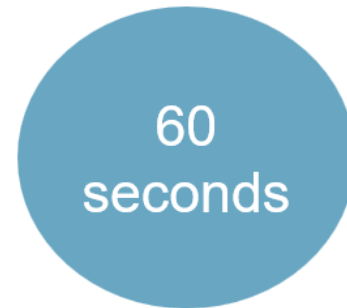
```
graph TD; A[Your current skills, characteristics & attributes] --> B[What you'd like your USP to be in the future]; B --> C[What it might take to get there];
```

Knowledge Retrieval and Revision Exercises

2.5.2 – Effective recruitment

1. Which **one** of the following is a document produced by an applicant for a job?

- A Curriculum Vitae (CV)
- B Job advert
- C Job description
- D Person specification



Exam Wizard

The screenshot displays the 'examWizard' web application interface. The main navigation bar includes 'Find Past Papers', 'Build a paper' (the active tab), and 'My Papers'. On the right, there are links for 'Help' and 'Log out'. The left sidebar contains sections for 'Qualification' (set to 'GCSE (9-1)'), 'Unit' (with a 'Select one or more' checkbox), and 'Keyword search' (with a text input and 'Search'/'Clear' buttons). The main content area is partially obscured by a 'Select a topic' modal window. This modal window has a title bar with a close button and a status bar showing '1 topics selected'. It contains a tree view of topics under the heading 'Available topics for selected search options'. The tree structure is as follows:

- Available topics for selected search options
 - + Theme 1: Investigating small business
 - Theme 2: Building a business
 - + ☐ Topic 2.1 Growing the business
 - + ☐ Topic 2.2 Making marketing decisions
 - ☒ Topic 2.3 Making operational decisions
 - ☐ 2.3.1 Business operations
 - ☒ 2.3.2 Working with suppliers
 - ☐ 2.3.3 Managing quality
 - ☐ 2.3.4 The sales process
 - + ☐ Topic 2.4 Making financial decisions
 - + ☐ Topic 2.5 Making human resource decisions

The modal window has 'Cancel' and 'Done' buttons at the bottom.

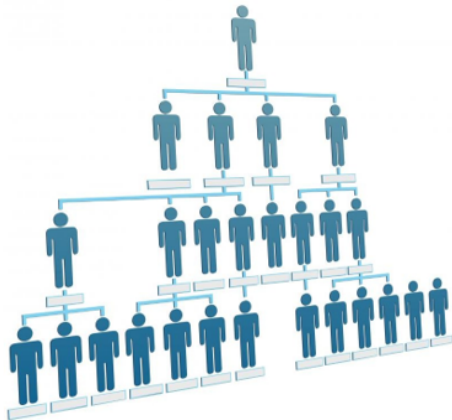
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Topic Booklets

GCSE Business Studies

Unit 2.5 Making HR Decisions



2.5.1 Part 1: Organisational Structure

Symbols:



Notes that need to be read or notes that you need to make from the whiteboard during lessons.



Exercise to be completed in class as instructed by your teacher.



Video activity – make notes as instructed.



Question Time – these will be examination style questions to be completed in class or for prep, as instructed.



Computer based activity.



Formally assessed piece of work that, alongside your end of unit tests, will contribute to your attainment in this unit.

Application Exercise

Over to You! – Putting in Application!

Can you rewrite the paragraph below, putting in context where appropriate.

Another impact is that it might be easier to raise finance. This is because they can sell shares in the company to other investors interested in this market. This could increase the cash flowing into the business, so the business could use these funds to extend its operations in other countries which they already sell to. This could lead to the business growing.

Application Exercise – Context Corner

Exam Practice 1

Context – to get context marks you must put something in your answers that is specific about the business in the case study. You cannot use words that are in the question.

Have a read of the following case study:

Tracey runs an independent travel agents that prides itself on excellent customer service. She offers tailor made trips to cities across Europe. She spends time with each potential customer helping them plan the perfect itinerary to meet their needs. The service offered includes everything from planning the trip, booking hotels, flights and excursions and even offers to pick them up by taxi from home and drop them at the airport.



Question: Outline one way that Tracey could offer a good after sales service. [2]

In the box below, write down as many things as possible that you could use for context in this question.

Evaluation Exercise

Theme 1 - 12 Mark Evaluation – What arguments to form

For each question, note down what the arguments would be in order to ensure you are evaluating – look at the example given.

Evaluate whether profit is the main reward that xxxx seeks from running the business.

Argument 1:

Yes, profit is the main reward.

Argument 2:

No, profit isn't the main reward something else is, e.g.:

- Personal satisfaction
- Helping others
- Being ethical.

Evaluate the effectiveness of the market research that xxxxx conducted

Argument 1:

Argument 2:

Evaluate the most effective method that xxxxx bakery could use to increase profits.

Argument 1:

Argument 2:

Starter Questions

6. Explain one limitation to a business from using financial information to make decisions.

Unit 2.5

1. Explain one impact of having a narrow span of control in a business.
2. Explain one impact of giving employees more authority.
3. Explain one benefit to a business of having a hierarchical structure.
4. Explain one drawback to a business of having a hierarchical structure.
5. Explain one benefit to a business of having a flat structure.
6. Explain one drawback to a business of having a flat structure.
7. Explain one benefit to a business of being centralised.
8. Explain one drawback to a business of being centralised.
9. Explain one benefit to a business of being decentralised.
10. Explain one drawback to a business of being decentralised.
11. Explain an impact on a business of issuing permanent contracts to its employees.
12. Explain one reason why a business may employ freelancers.
13. Explain one benefit to a business of employing people on zero-hour contracts.
14. Explain one impact on a business of insufficient communication.
15. Explain one barrier to effective communication within a business.
16. Explain one impact on a business of excessive communication.
17. Explain one way in which employees within a business could communicate effectively.
18. Explain one reason why a business would draw up a job description.