

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.
- Business law.
- Uncertainty in business.

'Business Operations'.

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

'Finance'.

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

Key Assessment point: C10 mock exams - April 2019 (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) 15 marks.

Assessment points.

- C11 mock exams December 2019.
- Personalised revision programmes compiled
- Exam prep & practise.
- C11 GCSEs: May - June 2020.

September - December 2019

January - June 2020

How will learners be assessed during the course?

There will be a **60 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 <ul style="list-style-type: none">• Business in the real world• Influences on business• Business operations• Human resources		What's assessed <ul style="list-style-type: none">• Business in the real world• Influences on business• Marketing• Finance
How it's assessed <ul style="list-style-type: none">• Written exam: 1 hour 45 minutes• 90 marks• 50 % of GCSE		How it's assessed <ul style="list-style-type: none">• Written exam: 1 hour 45 minutes• 90 marks• 50 % of GCSE
Questions <p>Section A – multiple choice questions and short answer questions.</p> <p>Section B – one case study/ data response stimuli with a range of question types.</p> <p>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.</p>		Questions <p>Section A – multiple choice questions and short answer questions.</p> <p>Section B – one case study/ data response stimuli with a range of question types.</p> <p>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.</p>

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.

Example questions - Section A.

1 Which of these businesses provides a service to customers?

A Bicycle manufacturer

☐

B Dry cleaner

☐

C House builder

☐

D Pig farmer

☐

[1 mark]

2 Why might a sole trader choose to take a partner into the business?

A So that he can give a job to a friend

☐

B So that shares can be sold

☐

C So that the profits will be shared with someone else

☐

D So that there will be additional skills and expertise

☐

7 Using an example, explain **one** method of external growth that a business could choose.

[2 marks]

Example questions - Section B.

Item A: Krispy Kreme

Krispy Kreme opened its first UK store in 2003 in London. The business sells doughnuts containing responsibly sourced ingredients in their stores, coffee shops, kiosks and cabinets in Tesco. Doughnuts can also be ordered online.

Krispy Kreme received planning permission from Glasgow City Council before converting a historic Glasgow building into their newest store. The store took £60 000 on its first day (three times Krispy Kreme's previous record).

The business supports the communities in which it operates. A policy of recruiting the long-term unemployed has worked really well.

In January 2015 Krispy Kreme relaunched their coffee products because Krispy Kreme aims to operate ethically. The coffee is sourced from Rainforest Alliance Certified™ farms in South America that are managed in a way that looks after the land and protects the planet. This coffee costs 20% more than coffees that do not carry the Rainforest Alliance seal.

Krispy Kreme sell their coffee at £1.90 per cup. Research shows that some coffee shop customers are willing to pay more for ethically produced coffee and that most of these customers expect to pay around 10% more for this type of coffee.

Explain **one** reason for the use of part-time staff at Krispy Kreme.

[2 marks]

Analyse **one** drawback to Krispy Kreme of using responsibly sourced ingredients.

[4 marks]

Analyse the effect that the growth of Krispy Kreme may have on maintaining the quality of their donuts.

[6 marks]

Recommend whether Krispy Kreme should invest in the development of an app for UK customers. Give reasons for your advice.

[9 marks]

Example questions - Section C.

Item D – Park Designs Ltd (PDL)

The design team has been developing a range of more modern designs to be made to order and delivered in 4 weeks. The directors of PDL believe that this will help them to compete with larger firms that produce modern furniture that sells at a low price but is of a lower quality. These competitors use flow production to ensure that their furniture is always in stock.

The factory is relatively small for the 40 furniture makers and space is limited. Similarly, there is little space for the storage of stock and finished furniture.

PDL has had many orders for their new modern designs, but find it difficult to know when these orders will be placed by customers. Sometimes customers have to wait 12 weeks for their delivery. At other times the employees of PDL have no work and are waiting for orders to be placed. The directors have noticed that many pieces of furniture ordered by PDL's customers are very similar. It is only the finishing touches that make each order unique to each customer.

The directors of PDL are considering changing to flow production for future orders.

Analyse the impact of changing from job production to flow production. In your answer you should consider:

- The advantages and disadvantages of different methods of production
- Staff motivation.

Should PDL change to flow production? Justify your answer.

[15 marks]

What skills will learners develop in Business Studies?

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



Business Studies 2017



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 Market Research

 The Marketing Mix

 Product

 Price

 Place

Create Notice

Notices

No notices to show

Click here to download the file 'LS1 - The Marketing Mix'

Click here to download the file 'LS2 - Pricing Strategies'

Click here to download the file 'LS3 & 4 - Market Research'

Click here to download the file 'LS5 - Target Markets & Segmentation'

Click here to download the file 'LS6 - USP & Branding'

4 P's of Marketing



As of Sept 2017, all resources will be available on ilah across all 6 units of the course.

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

Cohort 5 GCSE Business Studies - New AQA Specification

In Business Studies you will have the opportunity to explore how the world of business works and it's relevance to almost every aspect of modern society. You will study aspects of business such as finance, marketing, management and customer service, as well as exploring some of the methods and techniques used to analyse operational performance.

As well as expanding your knowledge and understanding of the business world, the course is designed to develop key life skills such as time management, personal organisation, written and verbal communication and collaboration.

Learners who commit to Business Studies at Honywood will not only achieve a significant GCSE to add to their CV, but will undoubtedly become a more well rounded, creative and confident individual, ready to take the calculated risks and opportunities necessary for success.

New grading structure	Current grading structure
9	
8	A*
7	A
6	B
5	C
4	D
3	E
2	F
1	G

Grading new GCSEs from 2017

GOOD PASS (B)
5 and above - top of C and above

AWARDING
4 and above - bottom of C and above

Specification at a glance

Component 1	Component 2
What's assessed <ul style="list-style-type: none"> Business in the real world Influences on business Business operations Human resources 	What's assessed <ul style="list-style-type: none"> Business in the real world Influences on business Marketing Finance
How it's assessed <ul style="list-style-type: none"> Written exam: 1 hour 	How it's assessed <ul style="list-style-type: none"> Written exam: 1 hour

What is ilah and how does it benefit learning?



Questions?

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