



Putteridge  
High  
School

# Extended Learning

## Business Studies

### Years 9, 10 & 11



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# Business Studies

## Year 9 - Autumn Term



## Extended Learning Opportunities

**Subject: Business Studies**

**Year: Year 9**

**Term: Autumn**

**Topic: Role of Business Enterprise**

### **Learning Objectives**

To be able to understand and explain:

- Why new business ideas come about:
- Changes in technology
- Changes in what consumers want
- Products and services becoming obsolete.
- How new business ideas come about: Original ideas, adapting existing products/services/ideas
- The role of business enterprise and the purpose of businesses
- To add value: convenience, branding, quality, design, unique selling points.

### **Extended Learning Opportunities**

- Watch Dragons Den on BBC Iplayer or Youtube
- Read through The Lean Start-up by Eric Ries (2011)  
<http://zwinnalodz.eu/wp-content/uploads/2016/02/The-Lean-Startup-.pdf>
- BBC Business Bitesize – Read and then make 3 key points role of a business  
<https://www.bbc.com/education/guides/zrvb9j6/revision/1>
- Visit Arndale Centre and other local businesses
- Complete pages 1-9 in Edexcel Business Revision Workbook



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# Business Studies

## Year 9 - Spring Term



## Extended Learning Opportunities

**Subject: Business Studies**

**Year: 9**

**Term: Spring**

**Topic: Market Research and meeting customer needs**

### **Learning Objectives**

To be able to understand and explain:

- How to identify customer needs:
- What customer needs are: price, quality, choice, convenience
- The importance of identifying and understanding customers: generating sales, business survival.
- To spot gaps in the market and to reduce risks
- List primary research: survey, questionnaire, focus group, observation and secondary research: internet, market reports, government reports.
- The use of data in market research: qualitative and quantitative data
- The role of social media in collecting market research data
- The importance of the reliability of market research data.

### **Extended Learning Opportunities**

- Explore 4 methods of how different businesses use social media as a method of market research e.g. Instagram and Facebook.
- Research how a successful business has identified customer needs e.g. Nike, Jaguar or KFC. Write a case study based on your research.
- List all the strengths and negatives of primary and secondary research (6 marks).
- Look at the most recent item you've bought – discuss how does it meet your needs.
- Visit to Vauxhall trip – development of cars to meet needs
- Complete GCSE POD section on Market research – completing both multiple choice and long answer questions



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# Business Studies

## Year 9 - Summer Term



## Extended Learning Opportunities

**Subject: Business Studies**

**Year: 9**

**Term: Summer**

**Topic: Business finance**

### **Learning Objectives**

To be able to understand and explain:

- The concept and calculation of revenue, fixed and variable costs
- Profit, loss & interest
- Breakeven level of output
- The importance of cash to a business: to pay suppliers, overheads and employees to prevent business failure
- The difference between cash and profit.
- Calculation and interpretation of cash-flow forecasts: cash inflows cash outflows
- Net cash flow, opening and closing balances.

### **Extended Learning Opportunities**

- Create a spider diagram to memorise all formulas related to finance e.g. Breakeven
- Use questions from textbook to work out margin of safety
- Locate and interpret Greggs PLC cash flow  
<https://www.marketwatch.com/investing/stock/gggsf/financials/cash-flow>
- Create a cash flow on excel and then explain it to a peer
- Complete online test on Business Finances -  
<https://www.bbc.com/education/guides/z67mpv4/test>
- Complete pages 17-22 in the Business Edexcel Revision workbook.



# Business Studies

Year 10 – Extended learning opportunities

Autumn Term





## Extended Learning Opportunities

**Subject: Business**

**Year: 10**

**Term: Autumn**

**Topic: Marketing mix and Stakeholders**

### **Learning Objectives**

To be able to understand and explain:

- What the marketing mix is and the importance of each element: price, product, promotion, place.
- How the elements of the marketing mix work together
- The impact of changing consumer needs on the marketing mix
- The influence of technology on the marketing mix: e-commerce, digital communication.
- Who business stakeholders are and their different objectives: shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government.
- How stakeholders are affected by business activity
- How stakeholders impact business activity possible conflicts between stakeholder groups.

### **Extended Learning Opportunities**

- Create a mind map explaining the link and importance of each stakeholder
- Interviewing a business owner or researching on YouTube, to find who is the most/least important stakeholder. Must evaluate why.
- Researching the additional 3 p's and then create a flow diagram illustrating the importance of each P in the marketing mix
- Create a product on PowerPoint which includes the 4 p's
- Complete pages 29-31 in the Business Edexcel Revision workbook.



# Business Studies

## Year 10 – Spring Term



## Extended Learning Opportunities

**Subject: Business Studies**

**Year: 10**

**Term: Spring**

**Topic: The economy**

### **Learning Objectives**

To be able to understand and explain:

- The impact of the economic climate on businesses: unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates
- The importance of external influences on business: possible responses by the business to changes in: technology, legislation, the economic climate.

### **Extended Learning Opportunities**

- Create shares account online and attempt to make a profit on their initial investment. Free account - <https://www.share.com/investment-accounts/free-practice-account>
- Apply your business knowledge and design an initiative for the Young Enterprise competition
- In your own words create a leaflet explaining the impact of interest rates
- Visit Bank of England trip
- Complete pages 55-59 in the Business Edexcel Revision workbook.



# Business Studies

## Year 10 – Summer Term



## Extended Learning Opportunities

**Subject: Business Studies**

**Year: 10**

**Term: Summer**

**Topic: Business growth and globalisation**

### **Learning Objectives**

To be able to understand and explain:

- Methods of business growth and their impact: internal growth: new products & new markets
- External growth: merger & takeovers
- The impact of globalisation on businesses: imports: competition from overseas, buying from overseas and exports: selling to overseas markets
- Changing business locations and multinational organisations

### **Extended Learning Opportunities**

- Choose local business such as Creams, Ally Barbers or Active Fitness Wigmore – how can you make this business grow. Think of negatives as well. (8 marks)
- Complete GCSE POD section on Globalisation – completing both multiple choice and long answer questions
- Watch the Founder – McDonald’s movie (Available on Netflix)
- Read and take notes on the history of Microsoft & Bill Gates



# Business Studies

Year 11 – Extended learning opportunities

Autumn Term



## Extended Learning Opportunities

**Subject: Business Studies**

**Year: 11**

**Term: Autumn**

**Topic: Ethics**

### **Learning Objectives**

To be able to understand and explain:

- The impact of ethical considerations on businesses: how ethical considerations influence business activity
- The potential impact of pressure group activity on the marketing mix.

### **Extended Learning Opportunities**

- Watch Apprentice Season 9 – Episode 2. Importance of Ethical trading.
- Complete GCSE POD section on Business Ethics
- <https://www.proprofs.com/quiz-school/topic/business-ethics> - Complete quiz
- Read case study and answer 'Ethics' question in homework booklet
- Read <http://www.businesspundit.com/10-most-unethical-business-practices/2/>  
You will explain three of the following scenarios to your peers.



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# Business Studies

## Year 11 – Spring Term





## Extended Learning Opportunities

**Subject: Business Studies**

**Year: 11**

**Term: Spring**

**Topic: Suppliers and managing quality**

### **Learning Objectives**

To be able to understand and explain:

- Managing stock: interpretation of bar gate stock graphs
- The use of just in time (JIT) stock control
- The role of procurement: relationships with suppliers: quality, delivery, availability & cost
- Impact of logistics and supply decisions on: costs, reputation, customer satisfaction
- The production of goods and the provision of services: quality control and quality assurance
- How a business can control costs and gain a competitive advantage

### **Extended Learning Opportunities**

- Design a supply chain for 'Innocent Smoothies'.
- Amazon in Dunstable trip
- Look at different prices and compare suppliers like Costco etc. in comparison to the likes of Tesco. Use price comparison websites online.
- JIT case study question in homework booklet (8 marks)
- Complete pages 69-72 in the Business Edexcel Revision workbook.



## Extended Learning Opportunities

**Subject: Business Studies**

**Year: 11**

**Term: Spring 2**

**Topic: Organisational structures & Motivating staff**

### **Learning Objectives**

To be able to understand and explain:

- Different organisational structures and when each are appropriate: hierarchical and flat, centralised and decentralised.
- The importance of effective communication: the impact of insufficient or excessive communication on efficiency and motivation
- Barriers to effective communication.
- Different ways of working: part-time, full-time and flexible hours
- The impact of technology on ways of working: efficiency, remote working

### **Extended Learning Opportunities**

- Researching the [www.gov.uk](http://www.gov.uk) website and finding out legal issues that may impact an employee contract
- Draft a contract for a sales representative at River Island
- Design a hierarchy for Putteridge High School
- Write a 12 mark essay on how technology has impacted businesses work. Positives and Negatives are essential.
- Complete pages 77-85 in the Business Edexcel Revision workbook.