# Theme 1 Scheme of Work for the Edexcel GCSE 9-1 Specification

Teaching hours: 2 hrs x 35 weeks = 70 hours

<table>
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<tr>
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<th>Spec Heading</th>
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<th>Resources and Advice</th>
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<tbody>
<tr>
<td></td>
<td><strong>Introduction to Small Business</strong></td>
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|    | **Business success and failure** | Start with a business simulation that can provoke thought and discussion without requiring masses of reading or writing | Ice-breaker: **Penbrella** (works as the first activity of Lesson 1 with a new group)  
Case: **Screme Eggs** (a bit old, but students like to know that it’s succeeded well enough to be part of the year’s chocolate-eating)  
Marcouse exercises: **Fever Tree**; super case on a huge success story  
**Crossword**: Business start-up (written to be tackled from Day 1) |
|    | **Topic 1.1 Enterprise and entrepreneurship** | | |
| 1.1 | **The dynamic nature of business** | 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. | Marcouse 9-1: Ch 1, especially the End of chapter exercises 1-6  
Bplan: 'Big changes and new technologies', P48-49  
Marcouse 9-1: Ch 2: Why new business ideas come about. Good End of chapter exercises, focused on games consoles  
Marcouse 9-1: Ch 3: How new business ideas come about. Really useful text and good End of chapter exercises  
Marcouse exercises: **Cronuts** – an iconic business start-up story |
| 1.2 | **Risk and reward** | The impact of risk and reward on business activity:  
● risk: business failure, financial loss, lack of security  
● reward: business success, profit, independence. | Marcouse 9-1: Ch 4. It’s a super chapter; also do use the updated Practice Exam Question on Scoop ice cream  
Marcouse case: **One Water** – old, but invaluable  
BPlan: Chapter 10: Risks  
Pearson: Business Failure (but not the Activity) and Financial loss P14-15 |
| 1.3 | **The role of business enterprise** | The role of business enterprise and the purpose of business activity:  
● to produce goods or services  
● to meet customer needs  
● to add value: convenience, branding, quality, design, unique selling points.  
The role of entrepreneurship:  
● an entrepreneur: organises resources, makes business decisions, takes risks. | Marcouse 9-1: Ch 5: Role of business enterprise. Note the exam-style 9-marker within the Practice Exam Questions  
A-Z Worksheets: **Goods and services**  
Marcouse 9-1: Ch 6: Adding value. Really useful text with numerical examples; make sure to use the End of chapter exercises  
Quercus: Products, P90; Services, P92  
Marcouse 9-1: Ch 7: The Role of entrepreneurship. Useful table 7.1 and an interesting 9-mark exam-style question on P33.  
Quercus: Entrepreneurs, P46  
Marcouse exercises: **Entrepreneurship** (Charlie Bigham and his famous pies; it’s a bit long; you might want to cut it down)  
Marcouse cases: **Sumo start-up**. Good, little-known story |
|    | **Revision/Testing** | | Marcouse 9-1: Exam-style questions on Topic 1.1 Pages 34-35 |
|    | **Topic 1.2 Spotting a business opportunity** | | |
| 2.1 | **Customer needs** | Identifying and under-standing customer needs:  
● what customer needs are: price, quality, choice, convenience  
● the importance of identifying and under-standing customers: generating sales, business survival. | Marcouse 9-1: Ch 8 Customer needs: accessible text, wonderful ‘Talking point’ on P39 and good Practice exam questions on P40  
Quercus: Customer satisfaction, P88  
Pearson: Whisk case study on P29  
Pearson: P31-33 Identifying and understanding customer needs (inc ‘Exam-style question’) |
### 1.2.2 Market research

**The purpose of market research:**
- to identify and understand customer needs
- to identify gaps in the market
- to reduce risk
- to inform business decisions.

**Methods of market research:**
- primary research: survey, questionnaire, focus group, observation
- 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.

### 1.2.3 Market segmentation

**How businesses use market segmentation to target customers:**
- identifying market segments: location, demographics, lifestyle, income, age
- market mapping to identify a gap in the market and the competition.

### 1.2.4 The competitive environment

**Understanding the competitive environment:**
- strengths and weaknesses of competitors based on: price, quality, location, product range and customer service
- the impact of competition on business decision making.

### Revision/Testing

Marcouse 9-1: Exam-style questions on Topic 1.2 Pages 57-58

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**Wk** | **Spec Heading** | **Spec detail** | **Resources and Advice**
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**1.3.1** | Business aims and objectives | What business aims and business objectives are.  
Business aims and objectives when starting up:  
- financial aims and objectives: survival, profit, sales, market share, financial security  
- non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control  
Why aims and objectives differ between businesses. | Marcouse 9-1: Business aims and objectives: good text and a super Practice Exam Question on the innovative Dollar Shave Club  
Quercus: Objectives, P74  
Pearson: case study on small business objectives, Toucan Wholefoods P61

**1.3.2** | Business revenues, costs and profits | The concept and calculation of:  
- revenue  
- fixed and variable costs  
- total costs  
- profit and loss  
- interest  
- break even level of output | Marcouse 9-1: Clear text with several ‘Worked examples’ that provide a helpful ways for students to practise the numbers – then lots of End of chapter exercises  
Exercise ‘The Wall’, discussion exercise  
Marcouse 9-1: Break-even, with lots of helpful diagrams plus a
• margin of safety. Interpretation of break even diagrams: • the impact of changes in revenue and costs • break even level of output • margin of safety • profit and loss.

Marcouse exercises: Break-even exercises: nice, simple stuff
Marcouse exercises: Break-even2 is a nice, easy break-even exercise.
Marcouse exercises: Break even Nice exercise with lots of calculations based on a written case study (quite challenging)

43 Mistakes: P88-91 cover the famous phrase ‘turnover is vanity; profit is sanity’. You’ll need to explain to students that turnover means revenue; then they can read the section and learn from it.

Marcouse 9-1 The Importance of Cash, covering each of these three bullet points.
Quercus: Cash, P392

43 Mistakes (P57-58) good, short story about the failure of the Fashion Cafe (an imitation of the Hard Rock Cafe)
Marcouse exercises: Bills pies: cash flow plus sources of finance
Start-Up: Ch 24 Staying afloat
Marcouse 9-1: Ch 17: Cash flow forecasts: note the 12-mark exam question on P84
Marcouse exercises: Improving cash (straightforward case study)
Class activity involving analysis of a weak cash flow position

Marcouse 9-1: Exam-style questions on Topic 1.3 Pages 90-91
Marcouse cases: Break-even test

Wk Spec Heading Spec detail Resources and Advice

| Topic 1.4 Making the business effective |
|---|---|
| 1.4.1 The options for start-up and small businesses | The concept of limited liability: • limited and unlimited liability • the implications for the business owner(s) of limited and unlimited liability. The types of business ownership for start-ups: • sole trader, partnership, private limited company • the advantages and disadvantages of each type of business ownership. The option of starting up and running a franchise operation: • the advantages and disadvantages of franchising. | Marcouse 9-1, Ch 19: Ownership & liability, which has a useful 12-mark question within the Practice Exam Questions at the end of the chapter Marcouse cases: Flatpack is a nicely accessible case about limited liability |

Marcouse 9-1, Ch 20: Franchising covers the advantages and disadvantages fully and has some useful End of chapter exercises Williams S: Chapter 9 Franchises – this topic is quite technical, so this authoritative book is very helpful Pearson P95: nice ‘Exam-style’ question on franchising

1.4.2 Business location | Factors influencing business location: • proximity to: market, labour, materials and competitors • nature of the business activity • the impact of the internet on location decisions: e-commerce and/or fixed premises. | Marcouse 9-1, Ch 21: Location, including a useful comparison table (21.2) between e-commerce and high street retailers Bplan: Location & environment, page 48 43 Mistakes, Ch 27: ‘Wrong location’. Very accessible read on location and business. Very useful Williams S: Chapter 16 Choosing your workplace – too detailed for students, but very helpful for teachers |
1.4.3 The marketing mix
What the marketing mix is and the importance of each element:
- price, product, promotion, place.
How the elements of the marketing mix work together:
- balancing the marketing mix based on the competitive environment
- the impact of changing consumer needs on the marketing mix
- the impact of technology on the marketing mix:
  e-commerce, digital communication.

Marcouse 9-1, Ch 22: Marketing Mix, with an interesting Practice Exam Question.

The Business Book: P280: The Marketing Mix

Marcouse exercises: Fever Tree: super case on a huge success story

Start-Up: Ch 13 Getting new customers, P171-178 is all about digital selling

1.4.4 Business plans
The role and importance of a business plan:
- to identify: the business idea; business aims and objectives; target market (market research); forecast revenue, cost and profit; cash-flow forecast; sources of finance; location; marketing mix.

The purpose of planning business activity:
- the role and importance of a business plan in minimising risk and obtaining finance.

Marcouse 9-1, Ch 23: Business Plans, has a table giving the Prince’s Trust ‘Top Tips for writing a business plan’


43 Mistakes, Ch 26: ‘Writing a business plan backwards’. Duncan Bannatyne is surprisingly positive about business plans, but warns about starting with the ‘right’ outcomes. A good, short read

Williams S: Chapter 6 The Business Plan – too detailed for students, but very helpful for teachers

Revision/Testing
Marcouse 9-1: Exam-style questions on Topic 1.4 Pages 114-115

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<tr>
<td>1.5.1</td>
<td>Business stakeholders</td>
<td>Who business stakeholders are and their different objectives: shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government. Stakeholders and businesses: how stakeholders are affected by business activity how stakeholders impact business activity possible conflicts between stakeholder groups.</td>
<td>Marcouse 9-1, Ch 24 Stakeholders, which includes a very thought-provoking Practice Exam Question Quercus: Stakeholders, P80 Pearson P119: Possible conflicts between stakeholders</td>
</tr>
<tr>
<td>1.5.2</td>
<td>Technology and business</td>
<td>Different types of technology used by business: e-commerce social media digital communication payment systems. How technology influences business activity in terms of: sales costs marketing mix.</td>
<td>Marcouse 9-1, Ch 25 Technology and Business, covering e-commerce, social media and much else. The 6 and 9-mark questions on Deliveroo are important (Exam Practice Questions) Pearson P126: useful table on the impact of technology on each of the 4 mix factors</td>
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<tr>
<td>1.5.3</td>
<td>Legislation and business</td>
<td>The purpose of legislation: principles of consumer law: quality and consumer rights principles of employment law: recruitment, pay, discrimination and health and safety.</td>
<td>Marcouse 9-1, Ch 26, Legislation and business: full coverage of the specification points plus an exam-style 12-mark question Employment law: Building: Page 123-125 (very up-to-date and</td>
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Pearson: case study on business location, York Cocoa House P89
The impact of legislation on businesses:
- cost
- consequences of meeting and not meeting these obligations.

Consequences of breaking NMW law: Building: Page 130-131 (very up-to-date and well-informed)

Marcouse 9-1, Ch 27 Introduction to the economy: important to set the scene, if you can spare the teaching time

Marcouse 9-1, Ch 28 The economy and business, which covers all the Spec topics listed on the left, and has a super Exam Style Question on JCB

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.

Marcouse 9-1, Ch 29 External influences on business: this covers the guidance faithfully, i.e. Business responses to changes in...

Marcouse cases: Life (the story of Coca-Cola Life)

The importance of external influences on business:
- possible responses by the business to changes in: technology, legislation, the economic climate.

Marcouse 9-1, P146 Exam-style questions on Topic 1.5

Objective test questions 1

Objective test questions 2

Revision case study: Ho Li takeaway

Exam Packs: the A-Z Exam Pack has three complete exam papers (plus mark schemes) for Theme 1 (and 3 more for Theme 2)

### Theme 1 Resources List:

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<thead>
<tr>
<th>Ref. code</th>
<th>Author</th>
<th>Title</th>
<th>Publisher</th>
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<tbody>
<tr>
<td>Quercus</td>
<td>Anderson P</td>
<td>Management in Minutes</td>
<td>Quercus 2015</td>
<td>978-1-78429-326-0</td>
</tr>
<tr>
<td>Bplan</td>
<td>Finch B</td>
<td>How to Write a Business Plan 5th Edn</td>
<td>Kogan Page 2016</td>
<td>978 0749 475 697</td>
</tr>
<tr>
<td>Pearson</td>
<td>Coupland-Smith et al</td>
<td>Business 9-1</td>
<td>Pearson 2017</td>
<td>978 1292 179 841</td>
</tr>
<tr>
<td>43 Mistakes</td>
<td>Bannatyne D</td>
<td>43 Mistakes Businesses Make</td>
<td>Headline 2011</td>
<td>978 07553 6226 4</td>
</tr>
<tr>
<td>Marcouse</td>
<td>Marcouse I.</td>
<td>Edexcel Business Studies for GCSE 9-1</td>
<td>Hodder &amp; Stoughton 2017</td>
<td>978 14718 9935 5</td>
</tr>
<tr>
<td>Start-Up*</td>
<td>Williams S.</td>
<td>Business Start-Up 2017/18</td>
<td>Pearson 2016</td>
<td>978 1 292 17586 7</td>
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<tr>
<td>The Business Book</td>
<td>Dorling Kindersley</td>
<td>The Business Book</td>
<td>Dorling Kindersley 2014</td>
<td>978-1-4093-4126-0</td>
</tr>
<tr>
<td>Exam Packs</td>
<td>Marcouse I</td>
<td>A-Z Business Exam Packs for Edexcel GCSE 9-1</td>
<td>A-Z Business Training Ltd. 2017</td>
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*A really useful book for you: authoritative and up-to-date.

### 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@btopenworld.com 3 Rayleigh Road, London SW19 3RE

**Business Review**, Hodder Education, Carmelite House, 50 Victoria Embankment, London, EC4Y 0DZ. Email: subscriptions@bookpoint.co.uk. Tel: +44 (0)1235 827827 and ask for magazine subscriptions

**Businessstudiesonline.com** has a range of quick tasks for students. It’s worth a look, e.g. for online exercises on break-even analysis
June 2017

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@btopenworld.com