



Year 9 GCSE Business Studies – Spring Term 1 – KNOWLEDGE OVERVIEW

Subject: GCSE Business			
Year group: 9	Unit: 1.3	Date (from and to): Spring Term 1	
Big question / concept:	Learning intentions:	Resources	
		Offline:	Online including links on how to access these:
Week 1: Sources of business finance	Sources of finance for a start-up or established small business: <ul style="list-style-type: none"> · Short-term sources: overdraft and trade credit · Long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowd funding 	P85-P89 in the Business textbook. End of chapter exercises p88 and practice case study questions on p89. Challenge questions- P90-91	Assignment task uploaded to Microsoft teams. A table should be created to outline key definitions, advantages and disadvantages of different sources of business finance. The link below will provide extra information on the topic. https://www.bbc.co.uk/bitesize/guides/zmj7tfr/revision/2
Week 2: The options for start-up and small businesses- sole traders, partnerships and private limited companies	The types of business ownership for start-ups: <ul style="list-style-type: none"> · Sole trader, partnership, private limited company. · The advantages and disadvantages of each type of business ownership. 	P92-P95 in the Business textbook. End of chapter exercises p94 and practice case study questions on p95.	Assignment task uploaded to Microsoft teams. An assessment question should be completed to outline which type of business ownership would be the best for a new business owner. Additional information on the topic can be found through the link: https://www.youtube.com/watch?v=BN2cQNNvg_4
Week 3: The options for start-up and small businesses- franchising	The option of starting up and running a franchise operation: <ul style="list-style-type: none"> · The advantages and disadvantages of franchising 	P96-P99 in the Business textbook. End of chapter exercises p98 and practice case study questions on p99.	Assignment task uploaded to Microsoft teams. The template uploaded should be used to create a franchise proposal for a franchise in the Dewsbury area. An example of a successful franchise company can be found through this link: https://www.youtube.com/watch?v=kr_igkRcLHU

Week 4: Business location	Factors influencing business location: · Proximity to: market, labour, materials and competitors	P100-P105 in the Business textbook. End of chapter exercises p104 and practice case study questions on p105.	Assignment task uploaded to Microsoft Teams. The document should be used to outline different factors that are important for businesses to consider when selecting a business location. Additional information on this topic can be found through this link: https://www.bbc.co.uk/bitesize/guides/z84kq6f/revision/1
Week 5: The marketing mix	What the marketing mix is and the importance of each element: · Price, product, promotion, place	P106-P109 in the Business textbook. End of chapter exercises p109 and practice case study questions on p109.	Assignment task uploaded to Microsoft Teams. The task sheet uploaded will require students to apply the 4P's of the marketing mix to the Apple Iphone. The link provided can help to support this task: https://www.youtube.com/watch?v=4TYWhZ3IFhc
Week 6: 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.	P110-P113 in the Business textbook. End of chapter exercises p113 and practice case study questions on p113. Challenge questions: P114	Assignment task uploaded to Microsoft Teams. The template uploaded should be used to create a business plan for a new Dewsbury business. Additional information about the sections within a business plan can be found through this link: https://www.bbc.co.uk/bitesize/guides/z7t3f4j/revision/1