



Business & Enterprise

Course Outline

Unit	Titles	Date/Deadline	Length	Marks	%
R061	Introduction to Business	22nd May 2018	1hr	/60	25%
R062	Planning for Work	20th October 2017	8-10 hrs approx.	/60	25%
R063	Setting Up & Running an Enterprise	29th March 2018	16-20 hrs approx.	/120	50%

Key Dates for Business & Enterprise

September	Additional Learning Sessions & Compulsory Home Learning begins.
October	R062 DEADLINE
November	Mock Exam 1
December	
January	
February	Half Term R063 Session
March	R063 DEADLINE , Mock Exam 2
April	Easter R061 Revision Session
May	
June	

Home Learning & Revision

- Encourage your child to start revision now – this will benefit prep for Mock Examinations too
- Encourage your child to complete all home learning with the highest level of effort – these will form resources that will support their revision for the final exam
- Revision guides are a great tool and student friendly. CGP in particular are popular – The Business & Enterprise Revision Guide can be purchased from school at a discounted rate of £2.75
- Websites such as ‘GCSE Bitesize’ are an extremely useful tool, they can be used to support the completion of home learning task sand provide useful links and revision strategies
- Support your child in setting up a clear, quiet and calm area for the completion of home learning activities and revision
- Ask your child if you can help them—check their knowledge with flashcards, revision clocks, quizzes, talk about a exam scenario, etc.
- Encourage your child to attend additional learning opportunities – Tuesday Lunchtime, Thursday Lunchtime and Friday After School
- Ensure that your child understands the scenario provided for their R061 Examination (both for Mock Examination & the final exam – this will enable them to achieve higher grades in the exam.

Examination Content

Learning Outcome 1:	<p>Understand business ownership</p> <p><u>Learners must be taught:</u></p> <ul style="list-style-type: none"> • the characteristics of each form of business ownership • the benefits and drawbacks of each form of business ownership • reasons for changing from one form of business ownership to another • the suitability of each form of business ownership for trading locally, nationally and internationally.
Learning Outcome 2:	<p>Understand business objectives</p> <p><u>Learners must be taught:</u></p> <ul style="list-style-type: none"> • the purpose of business objectives • different types of business objective, i.e.: profit, social benefit (e.g. charities), sales,, market share, to provide effective service to the public, survival, growth • why business objectives may change over time • the importance of business planning • the impact of change on business objectives.
Learning Outcome 3:	<p>Understand key functional areas of business</p> <p><u>Learners must be taught key concepts in:</u></p> <ul style="list-style-type: none"> • finance, i.e.: raising finance, costs, revenue and profit, cash flow, break-even • marketing, i.e.: market segmentation, market research (primary market research, secondary market research), the activities carried out within marketing to create the marketing mix (product , price, promotion, place) • production and operations, i.e.: producing goods and services, quality control, resource control logistics • human resources management, i.e.: recruitment, training, retention, pay, working conditions, performance management
Learning Outcome 4:	<p>Understand how external factors impact on businesses</p> <p><u>Learners must be taught:</u></p> <p>the external factors which impact on a business, i.e.: social (e.g. demographics), technological (e.g. emerging technologies, internet), environmental (e.g. greener working practices, green consumerism), ethical (e.g. moral issues, corporate social responsibility), political (e.g. change in government), legal (e.g. health and safety, minimum wage, copyright), economic (e.g. recession/recovery).</p> <ul style="list-style-type: none"> • external factors impact on business objectives, i.e.: impact on profit, impact on social benefit impact on sales, impact on market share, impact on providing effective

Compulsory Home Learning

Every Week 1 your son/daughter will be issued with a homework task designed to help them prepare for their R061 examination. Please support them in ensuring that the appropriate time and effort is spent on this task and that it are completed by the deadline (deadlines will be their first Business & Enterprise lesson in Week 2)

Any questions please do not hesitate to contact me: jwright@haydockhigh.sthelens.org.uk