

# Roundwood Park School



## KS4 Business GCSE (Pearson Edexcel)

### **The aims and objectives of GCSE Business are to enable students to:**

- know and understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society. To prepare learners to be responsible consumers, employees and managers, as well as having a passion for life long learning
- apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts that impact student's lives; including through creativity and innovation
- develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen, and draw on evidence to make informed business decisions and solve business problems through a range of relevant and stimulating activities
- develop students who are independent learners, reflective thinkers with enquiring minds who can employ a critical approach to make informed judgements
- develop and apply quantitative skills relevant to business, including using and interpreting data
- Develop all aspects of ASPIRE.

### **Rationale**

The plan is based on:

- student's starting points on the course where they join with little understanding of business terminology and experience of industry and work
- a functional area-based plan that builds knowledge across topics to create a growing knowledge base to allow the students to fully engage with more complex ideas and skills later in the course
- development of skills for the examination and for progression

In structuring it in this way we allow students to apply business activity and the impacts to existing knowledge We allow students to make connections between theory and real-life scenarios equipping them for their place in employment and the GCSE exam. The GCSE specification is a good foundation for both future study at ALevel, BTEC and for basic entrepreneurial activity.

### **Business contexts**

Through studying this qualification students will:

- apply knowledge and understanding to different business contexts. These include businesses ranging from small enterprises to large multinationals and businesses operating in local, national and global contexts
- develop an understanding of how these contexts impact on business behaviour
- use business terminology to identify and explain business activity

- read relevant and challenging texts
- benefit from the skills and industry experience of specialist teachers and learn about inspirational figures from a wide range of backgrounds and industries
- apply business concepts to familiar and unfamiliar contexts.

## Business decision making

Through studying this qualification students will:

- apply knowledge and understanding to business decision making, including:
  - the interdependent nature of business activity, influences on business, business operations, finance, marketing and human resources; and how these interdependencies underpin business decision making
  - how different business contexts affect business decisions
  - the use and limitation of quantitative and qualitative data in making business decisions
- develop problem-solving and decision-making skills relevant to business
- investigate, analyse and evaluate business opportunities and issues
- make justified decisions using both qualitative and quantitative data, including its selection, interpretation, analysis and evaluation, and the application of appropriate quantitative skills.

## Assessment objectives

Students must:		% in GCSE
<b>A01</b>	Demonstrate knowledge and understanding of business concepts and issues	35
<b>A02</b>	Apply knowledge and understanding of business concepts and issues to a variety of contexts	35
<b>A03</b>	Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions	30
<b>Total</b>		<b>100%</b>

# Super Curriculum

Text in blue is interactive – Ctrl+Click to move to topic



## Read



## Do



## Find

<p>See our page on Accessit (On RM Unify).Go to visual search, then business then select your area of interest</p> <p>This is always up to date with the latest suggested reading for Super Curricular.</p> <p>Read an article about business in a challenging publication</p> <p><a href="#">The Economist Business section</a> The Economist</p> <p>Sign up for access to the Financial Times. Search ‘FT Schools’ and register. You have to register in school on our network – once signed up you can access anywhere for a year!</p> <p>Advised throughout. Particular relevance to <a href="#">2.1.3 Business and globalisation</a>, <a href="#">1.5.4 The economy and business</a></p>	<p>Watch this talk from a successful start-up founder, where he explains the surprising result of his research.</p> <p>Advised for <a href="#">1.1.2 Risk and reward</a>, <a href="#">1.4.1 The options for start-up and small business</a></p> <p><a href="#">The single biggest reason why start-ups succeed</a> TED Talk – Bill Gross</p> <p>Watch a TV programme or documentary on business. Regularly Panorama has business related stories or Dragon’s Den to get used to business performance and key terms</p> <p>Links throughout course in particular <a href="#">2.1.4 Ethics, the environment and business</a></p>	<p>Use UniFrog to find out about a career in Economics or business. Look at the videos, information and the suggested activities you can do.</p> <p>Advised for <a href="#">2.5.2 Effective recruitment</a></p>
<p>Buy a broadsheet newspaper and look at the business news. You can access these online and some newspapers that charge are free at the public library</p> <p>Advised throughout. Particular relevance to <a href="#">1.5.5 External influences</a></p> <p>Listen to this radio programme about how the marketing industry uses our sense of guilt to influence what we buy.</p> <p>Links to <a href="#">2.2.5 Using the marketing mix to make decisions</a></p> <p><a href="#">Marketing: The Power of Shame</a> BBC Sounds</p>	<p>Complete a MOOC or online course in a chosen area. Some are really interesting and form top universities around the world.</p> <p>Moocs on UniFrog relevant to our course are listed under Business Development, Economics or Finance</p> <p>Visit the design museum, childhood museum or the Victoria and Albert Museum to look at products and services through history.</p> <p>Links to <a href="#">2.2.1 Product</a></p>	<p>Listen to this podcast series from Business teachers about topics you will study at ALevel and BTEC. Many overlap with GCSE.</p> <p><a href="#">Business as Usual Podcast</a></p>
<p>Read or Listen to an Audiobook Biography about an entrepreneur (Audible currently offering free trial).</p> <p>Links to <a href="#">1.4.1 The options for start-up and small business</a></p> <p><a href="#">Audible Business Leaders Biographies</a> Various Authors</p> <p>Suggestions to choose: Sophia Amoruso – Nasty Girl, Jack Ma – Alibaba, Mark Randolph – Netflix, Phil Knight – Nike and Anita Roddick – Body Shop.</p>	<p>Complete this Quiz which tests you on the business news and events of the week</p> <p><a href="#">Biz Quiz</a> Tutor2U – you will need to scroll to latest quiz</p> <p>Watch this talk which explores how targeting gender fails to drive businesses forward.</p> <p><a href="#">Why gender-based marketing is bad for business</a> TED Talk – Gaby Barrios</p>	<p>Watch this documentary which explores the impacts on a factory when it is reopened by a Chinese company (Needs subscription or free trial)</p> <p><a href="#">The American Factory</a> Netflix</p>

## Course Overview

Unit	Topic	What students need to learn	Timing
<b>Business Start-ups and Growth</b>	1.1.1 The dynamic nature of business	<p>Why new business ideas come about:</p> <ul style="list-style-type: none"> <li>• changes in technology</li> <li>• changes in what consumers want</li> <li>• products and services becoming obsolete.</li> </ul> <p>How new business ideas come about:</p> <ul style="list-style-type: none"> <li>• original ideas</li> <li>• adapting existing products/services/ideas.</li> </ul>	<b>Autumn Term Year 10</b>
	1.1.3 The role of business enterprise	<p>The role of business enterprise and the purpose of business activity:</p> <ul style="list-style-type: none"> <li>• to produce goods or services</li> <li>• to meet customer needs</li> <li>• to add value: convenience, branding, quality, design, unique selling points.</li> </ul> <p>The role of entrepreneurship:</p> <ul style="list-style-type: none"> <li>• an entrepreneur: organises resources, makes business decisions, takes risks.</li> </ul>	
	1.1.2 Risk and reward	<p>The impact of risk and reward on business activity:</p> <ul style="list-style-type: none"> <li>• risk: business failure, financial loss, lack of security</li> <li>• reward: business success, profit, independence.</li> </ul>	
	1.2.4 The competitive environment	<p>Understanding the competitive environment:</p> <ul style="list-style-type: none"> <li>• strengths and weaknesses of competitors based on: price, quality, location, product range and customer service</li> <li>• the impact of competition on business decision making.</li> </ul>	
	1.4.1 The options for start-up and small business	<p>The concept of limited liability:</p> <ul style="list-style-type: none"> <li>• limited and unlimited liability</li> <li>• the implications for the business owner(s) of limited and unlimited liability.</li> </ul> <p>The types of business ownership for start-ups:</p> <ul style="list-style-type: none"> <li>• sole trader, partnership, private limited company</li> <li>• the advantages and disadvantages of each type of business ownership.</li> </ul> <p>The option of starting up and running a franchise operation:</p> <ul style="list-style-type: none"> <li>• the advantages and disadvantages of franchising.</li> </ul>	

	1.3.1/2.1.2 Business aims and objectives	<p>What business aims and business objectives are.</p> <p>Business aims and objectives when starting up:</p> <ul style="list-style-type: none"><li>financial aims and objectives: survival, profit, sales, market share, financial security</li><li>non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control.</li></ul> <p>Why aims and objectives differ between businesses.</p> <p>Why business aims and objectives change as businesses evolve:</p> <ul style="list-style-type: none"><li>in response to: market conditions, technology, performance, legislation, internal reasons.</li></ul> <p>How business aims and objectives change as businesses evolve:</p> <ul style="list-style-type: none"><li>focus on survival or growth</li><li>entering or exiting markets</li><li>growing or reducing the workforce</li><li>increasing or decreasing product range.</li></ul>
	1.4.4 Business plans	<p>The role and importance of a business plan:</p> <ul style="list-style-type: none"><li>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.</li></ul> <p>The purpose of planning business activity:</p> <ul style="list-style-type: none"><li>the role and importance of a business plan in minimising risk and obtaining finance.</li></ul>
	<b>Mid-Point Assessment</b>	
	1.5.2 Technology and business	<p>Different types of technology used by business:</p> <ul style="list-style-type: none"><li>e-commerce</li><li>social media</li><li>digital communication</li><li>payment systems.</li></ul> <p>How technology influences business activity in terms of:</p> <ul style="list-style-type: none"><li>sales</li><li>costs</li><li>marketing mix.</li></ul>
	2.1.1 Business Growth	<p>Methods of business growth and their impact:</p> <ul style="list-style-type: none"><li>internal (organic) growth: new products (innovation, research and development), new markets (through changing the marketing mix or taking advantage of technology and/or expanding overseas)</li><li>external (inorganic) growth: merger, takeover.</li></ul> <p>The types of business ownership for growing businesses:</p> <ul style="list-style-type: none"><li>public limited company (plc)</li></ul> <p>Sources of finance for growing and established businesses:</p> <ul style="list-style-type: none"><li>internal sources: retained profit, selling assets</li></ul>

		<ul style="list-style-type: none"><li>external sources: loan capital, share capital, including stock</li><li>market flotation (public limited companies).</li></ul>		
	2.1.3 Business and globalisation	<p>The impact of globalisation on businesses:</p> <ul style="list-style-type: none"><li>imports: competition from overseas, buying from overseas</li><li>exports: selling to overseas markets</li><li>changing business locations</li><li>multinationals.</li></ul> <p>Barriers to international trade:</p> <ul style="list-style-type: none"><li>tariffs</li><li>trade blocs.</li></ul> <p>How businesses compete internationally:</p> <ul style="list-style-type: none"><li>the use of the internet and e-commerce</li><li>changing the marketing mix to compete internationally.</li></ul>		
	Assessment			
Key Vocabulary Business Start-ups and Growth	Aims and objectives			
	Autonomy			
	Business environment			
	Business plan			
	Competition			
	Competitive advantage			
	Competitive environment			
	Consumer			
	Economic climate			
	Enterprise			
	Entrepreneur			
	E-tailer			
	Exchange rate			
	Exports			
	External influence			
	Finance			
	Franchise			
	Franchisee Franchisor			
Gap in the market				
Globalisation				
Goods				
Growth				
Imports				
Innovation				
Inorganic growth				
Internal growth				
Legal structure				
Limited liability				
Marketing mix				
Merger				
Multinational				
Non-financial objectives				
Organic growth				
Partnership				
Personal savings				
Private limited company				
Public limited company				
Retailer				
Shareholder				
Shares				
Stakeholder				
Survival				
Target setting				
Tariff				
Technology				
Trade bloc				
Trade credit				
Unlimited liability				
Venture capital				

Marketing	1.2.1 Customer needs	Identifying and understanding customer needs: <ul style="list-style-type: none"> <li>• what customer needs are: price, quality, choice, convenience</li> <li>• the importance of identifying and understanding customers: generating sales, business survival</li> </ul>	
	1.2.2 Market research	The purpose of market research: <ul style="list-style-type: none"> <li>• to identify and understand customer needs</li> <li>• to identify gaps in the market</li> <li>• to reduce risk</li> <li>• to inform business decisions.</li> </ul> Methods of market research: <ul style="list-style-type: none"> <li>• primary research: survey, questionnaire, focus group, observation</li> <li>• secondary research: internet, market reports, government reports.</li> </ul> The use of data in market research: <ul style="list-style-type: none"> <li>• qualitative and quantitative data</li> <li>• the role of social media in collecting market research data</li> <li>• the importance of the reliability of market research data.</li> </ul>	
	1.2.3 Market segmentation	How businesses use market segmentation to target customers: <ul style="list-style-type: none"> <li>• identifying market segments: location, demographics, lifestyle, income, age</li> <li>• market mapping to identify a gap in the market and the competition.</li> </ul>	
	1.4.2 Business location	Factors influencing business location: <ul style="list-style-type: none"> <li>• proximity to: market, labour, materials and competitors</li> <li>• nature of the business activity</li> <li>• the impact of the internet on location decisions: e-commerce and/or fixed premises.</li> </ul>	
	2.2.1 Product	The design mix: <ul style="list-style-type: none"> <li>• function, aesthetics, cost.</li> </ul> The product life cycle: <ul style="list-style-type: none"> <li>• the phases of the product life cycle</li> <li>• extension strategies.</li> </ul> The importance to a business of differentiating a product/Service.	
	Glossary Test – Just Before/After Christmas		
	2.2.3 Promotion	Promotion: <ul style="list-style-type: none"> <li>• appropriate promotion strategies for different market segments: advertising, sponsorship, product trials, special offers, branding</li> <li>• the use of technology in promotion: targeted advertising online, viral advertising via social media, e-newsletters.</li> </ul>	Spring Term Year 10
	2.2.4 Place	Place: <ul style="list-style-type: none"> <li>• methods of distribution: retailers and e-tailers (e-commerce).</li> </ul>	
	2.2.5 Using the marketing mix to make decisions	How each element of the marketing mix can influence other elements.	

		Using the marketing mix to build competitive advantage.			
		How an integrated marketing mix can influence competitive advantage.			
	Assessment				
Key Vocabulary Marketing	Adding value	Focus group	Product trial		
	Advertising	Local community	Production		
	Aesthetics	Location	Promotion		
	Branding	Loss leader	Public relations		
	Competitive pricing	Market conditions	Qualitative data		
	Consumer income	Market data	Quality		
	Consumer spending	Market map	Quality assurance		
	Cost plus	Market research	Quantitative data		
	Customer engagement	Market share	Questionnaire		
	Customer feedback	Marketing	Research and development		
	Customer loyalty	Market segments	Sales process		
	Customer needs	Materials	Sales promotion		
	Customer satisfaction	Needs	Secondary research		
	Customer service	Observation	Segmentation		
	Demographics	Obsolete	Service		
	Design mix	Payment system	Social media		
	Differentiation	Place	Special offers		
	Digital communication	Post sales service	Sponsorship		
	Digital technology	Price	Survey		
	Directors	Pricing strategy	Takeover		
	Distribution	Primary research	Target market		
	E-commerce	Place	Unique selling point		
	E-newsletter	Post sales service	Viral advertising		
	Extension strategy	Product life cycle	Wants		
	External growth	Product range			



Business Finance	1.3.2 Business revenues, costs and profits	<p>The concept and calculation of:</p> <ul style="list-style-type: none"> <li>• revenue</li> <li>• fixed and variable costs</li> <li>• total costs</li> <li>• profit and loss</li> <li>• interest</li> <li>• break even level of output</li> <li>• margin of safety.</li> </ul> <p>Interpretation of break even diagrams:</p> <ul style="list-style-type: none"> <li>• the impact of changes in revenue and costs</li> <li>• break even level of output</li> <li>• margin of safety</li> <li>• profit and loss.</li> </ul>
	1.3.3 Cash and cash flow	<p>The importance of cash to a business:</p> <ul style="list-style-type: none"> <li>• to pay suppliers, overheads and employees</li> <li>• to prevent business failure (insolvency)</li> <li>• the difference between cash and profit.</li> </ul> <p>Calculation and interpretation of cash-flow forecasts:</p> <ul style="list-style-type: none"> <li>• cash inflows</li> <li>• cash outflows</li> <li>• net cash flow</li> <li>• opening and closing balances.</li> </ul>
	1.3.4 Sources of business finance	<p>Sources of finance for a start-up or established small business:</p> <ul style="list-style-type: none"> <li>• short-term sources: overdraft and trade credit</li> <li>• long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowd funding.</li> </ul>
	Mid-Point Theme 3 Assessment	
	2.4.1 Business calculations	<p>The concept and calculation of:</p> <ul style="list-style-type: none"> <li>• gross profit</li> <li>• net profit</li> </ul> <p>Calculation and interpretation of:</p> <ul style="list-style-type: none"> <li>• gross profit margin</li> <li>• net profit margin</li> <li>• average rate of return.</li> </ul>
	2.4.2 Understanding business performance	<p>The use and interpretation of quantitative business data to support, inform and justify business decisions:</p> <ul style="list-style-type: none"> <li>• information from graphs and charts</li> <li>• financial data</li> <li>• marketing data</li> <li>• market data.</li> </ul> <p>The use and limitations of financial information in:</p>

		<ul style="list-style-type: none"><li>• understanding business performance</li><li>• making business decisions.</li></ul>		
	1.3.3 Break Even	<p>The importance of cash to a business:</p> <ul style="list-style-type: none"><li>• to pay suppliers, overheads and employees</li><li>• to prevent business failure (insolvency)</li><li>• the difference between cash and profit.</li></ul> <p>Calculation and interpretation of cash-flow forecasts:</p> <ul style="list-style-type: none"><li>• cash inflows</li><li>• cash outflows</li><li>• net cash flow</li><li>• opening and closing balances.</li></ul>		
	Revision and exam skills			
	Year 10 Mock			
Key Vocabulary Business Finance	Average rate of return	Gross profit	Overheads	
	Break even	Gross profit margin	Profit	
	Capital	Inflation	Retained profit	
	Cash-flow	Insolvency	Revenue	
	Cash-flow forecast	Interest rates	Share capital	
	Cash inflow	Internal finance	Share issue	
	Cash outflow	Loan	Sources of finance	
	Closing balance	Loan capital	Selling assets	
	Crowd funding	Loss	Stock market flotation	
	Dividend	Margin of safety	Taxation	
	External finance	Net cash-flow	Total costs	
	Financial data	Net profit	Unit costs	
	Financial objectives	Net profit margin	Variable costs	
	Fixed costs	Opening balance		
	Fixed premises	Overdraft		

Human Resources	2.5.1 Organisational structures	<p>Different organisational structures and when each are appropriate:</p> <ul style="list-style-type: none"> <li>hierarchical and flat</li> <li>centralised and decentralised.</li> </ul> <p>The importance of effective communication:</p> <ul style="list-style-type: none"> <li>the impact of insufficient or excessive communication on efficiency and motivation</li> <li>barriers to effective communication.</li> </ul> <p>Different ways of working:</p> <ul style="list-style-type: none"> <li>part-time, full-time and flexible hours</li> <li>permanent, temporary, and freelance contracts</li> <li>the impact of technology on ways of working: efficiency, remote working.</li> </ul>	Following Mocks to end of year 11	
	2.5.2 Effective recruitment	<p>Different job roles and responsibilities:</p> <ul style="list-style-type: none"> <li>key job roles and their responsibilities: directors, senior managers, supervisors/team leaders, operational and support staff.</li> </ul> <p>How businesses recruit people:</p> <ul style="list-style-type: none"> <li>documents: person specification and job description, application form, CV</li> <li>recruitment methods used to meet different business needs (internal and external recruitment).</li> </ul>		
	2.5.3 Effective training and development	<p>How businesses train and develop employees:</p> <ul style="list-style-type: none"> <li>different ways of training and developing employees: formal and informal training, self-learning, ongoing training for all employees, use of target setting and performance reviews.</li> </ul> <p>Why businesses train and develop employees:</p> <ul style="list-style-type: none"> <li>the link between training, motivation and retention retraining to use new technology</li> </ul>	Autumn Term year 11	
	2.5.4 Motivation	<p>The importance of motivation in the workplace:</p> <ul style="list-style-type: none"> <li>attracting employees, retaining employees, productivity.</li> </ul> <p>How businesses motivate employees:</p> <ul style="list-style-type: none"> <li>financial methods: remuneration, bonus, commission, promotion, fringe benefits</li> <li>non-financial methods: job rotation, job enrichment, autonomy.</li> </ul>		
Key Vocabulary Human Resources	Application form Bonus Centralised Chain of command Commission Communication Curriculum Vitae Delayering Discrimination Employees	Full time working Function Health and safety law Hierarchical structure Human resources Informal training Internal recruitment Job analysis Job description Job enrichment	Person specification Personnel Promotion (human resources) Recruitment Reliability Remote working Remuneration Retention Roles and responsibilities Self-learning	

	Employment law Employment level Excessive communication External recruitment Flat structure Flexible hours Formal training Freelance contracts Fringe benefit	Job production Job roles Job rotation Management Motivation Organisational structure Part-time working Performance review Permanent contract	Span of control Supervisor Support staff Team leader Temporary contract Training Unemployment	
Business operations	2.3.1 Business operations	The purpose of business operations: <ul style="list-style-type: none"><li>to produce goods</li><li>to provide services.</li></ul> Production processes: <ul style="list-style-type: none"><li>different types: job, batch, flow</li><li>the impact of different types of production process: keeping productivity up and costs down and allowing for competitive prices.</li></ul> Impacts of technology on production: <ul style="list-style-type: none"><li>balancing cost, productivity, quality and flexibility.</li></ul>		
	2.3.2 Working with suppliers	Managing stock: <ul style="list-style-type: none"><li>interpretation of bar code stock graphs</li><li>the use of just in time (JIT) stock control.</li></ul> The role of procurement: <ul style="list-style-type: none"><li>relationships with suppliers: quality, delivery (cost, speed, reliability), availability, cost, trust</li><li>the impact of logistics and supply decisions on: costs, reputation, customer satisfaction.</li></ul>		
	2.3.3 Managing quality	The concept of quality and its importance in: <ul style="list-style-type: none"><li>the production of goods and the provision of services: quality control and quality assurance</li><li>allowing a business to control costs and gain a competitive advantage.</li></ul>		
	2.3.4 The sales process	The sales process: <ul style="list-style-type: none"><li>product knowledge, speed and efficiency of service, customer engagement, responses to customer feedback, post-sales service.</li></ul> The importance to businesses of providing good customer service.		
	Year 11 Mock			

<b>Key Vocabulary Business Operations</b>	Bar gate stock control graph	Just-in-time	Procurement
	Batch production	Labour	Productivity
	Buffer stock	Lead time	Quality control
	Capacity	Logistics	Raw materials
	Efficiency	Operational staff	Supplier
	Flow production	Output	Supply chain

<b>External Influences</b>	1.5.1 Business stakeholders	<p>Who business stakeholders are and their different objectives:</p> <ul style="list-style-type: none"> <li>shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government.</li> </ul> <p>Stakeholders and businesses:</p> <ul style="list-style-type: none"> <li>how stakeholders are affected by business activity</li> <li>how stakeholders impact business activity</li> <li>possible conflicts between stakeholder groups.</li> </ul>	<b>After year 11 Mock and spring term to February half Term</b>
	1.5.3 Legislation and business	<p>The purpose of legislation:</p> <ul style="list-style-type: none"> <li>principles of consumer law: quality and consumer rights</li> <li>principles of employment law: recruitment, pay, discrimination and health and safety.</li> </ul> <p>The impact of legislation on businesses:</p> <ul style="list-style-type: none"> <li>cost</li> <li>consequences of meeting and not meeting these obligations.</li> </ul>	
	1.5.4 The economy and business	<p>The impact of the economic climate on businesses:</p> <ul style="list-style-type: none"> <li>unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates.</li> </ul>	
	1.5.5 External influences	<p>The importance of external influences on business:</p> <ul style="list-style-type: none"> <li>possible responses by the business to changes in: technology, legislation, the economic climate.</li> </ul>	
	2.1.4 Ethics, the environment and business	<p>The impact of ethical and environmental considerations on businesses:</p> <ul style="list-style-type: none"> <li>how ethical considerations influence business activity: possible trade-offs between ethics and profit</li> <li>how environmental considerations influence business activity: possible trade-offs between the environment, sustainability and profit</li> <li>the potential impact of pressure group activity on the marketing mix.</li> </ul>	
<b>Key Vocabulary External influences</b>	<p>Consumer Rights                      Ethical objectives                      Sustainability</p> <p>Environmental considerations                      Pressure group</p>		
<b>Revision</b>	Revision of course by exam paper. Paper 1 then paper 2		<b>Up to study leave</b>