

GCSE Business Learning Journey: 2.3 Making operational decisions

Aims of the course

- To provide students with a broad background of Business Studies and an understanding of the world of work.
- For students to develop an in-depth knowledge of a range of business concepts, including marketing, finance, managing people and operations management.
- For students to understand business beyond the textbook – looking at the aims and objectives of a business, which do not always include profit, and how they impact upon their stakeholders – including you! An understanding of the wider business environment and the various factors that influence a business's performance is also vital when making sense of the world we live in.

Aims of the unit

Students will explore the nature of businesses meeting customer needs through the design, supply, quality and sales decisions a business makes.

Assessment Procedures

Informal assessments will take place every three weeks. Topic tests based on the outline in the table above will then take place in the form of practice exam questions, essays and presentations. There is a mock exam assessment during this term.

Homework guidance

1 hour of homework will be set per week which will involve practice exam questions, preparation of revision notes, selected worksheets and research.

How can you help your child?

Encourage your child to attend sessions with their teacher after school to improve their understanding. They should also review their theory regularly at home, as well as complete homework tasks thoroughly.

Please also encourage your child to read, watch/ listen to the news on a regular basis to allow them to gain an insight into the wider world around them – this daily content is used within lessons.

Key concepts (Business)

- **Knowledge** - students to have a deep understanding of the range of business concepts
- **Application** – students to be able to apply this knowledge to give business scenarios
- **Analysis** – students to be able to analyse business performance
- **Evaluation** – students to be able to make a judgment about the business performance

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2.3.1 Business operations		In this section you will learn about the purpose of business operations. You will learn about the different types of production processes. You will also learn the impact of technology on production.		
The purpose of business operations (Knowledge):				
To produce goods				
To produce services				
Production processes (Knowledge):				
Different types: job/batch/flow				
The impact of different types of production process: Keeping productivity up and costs down				
Impacts of technology on production (Knowledge):				
Balancing cost, productivity, quality and flexibility				
Keywords	Goods Services Job production Batch production flow production Productivity Quality			
2.3.2 Working with suppliers		In this section you will learn about how businesses managing their stock levels. You will also learn the role of procurement.		
Managing stock (Knowledge):				
Interpretation of bar gate stock graphs				
The use of just in time (JIT) stock control				
The role of procurement (Knowledge):				
Relationships with suppliers: quality, delivery (cost, speed, reliability), availability, cost, trust				
The impact of logistics and supply decisions on: costs, reputation, customer satisfaction				
Keywords	Interpretation Bar gate stock graph Just in time Quality Logistics Supply Reputation Customer satisfaction			
2.3.3 Managing quality		Here you will learn about how quality is important when producing goods. You will also learn how quality checks allow businesses to control costs and gain a competitive advantage.		
The concept of quality and its importance in (Knowledge):				
The production of goods and the provision of services: quality control and quality assurance				
Allowing a business to control costs and gain a competitive advantage				
Keywords	Quality control Quality assurance Control costs competitive advantage			

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2.3.4 The sales process		Here you will learn the sales process within businesses. You will earn the importance to businesses of providing good customer service.				
The sales process (Knowledge):						
Product knowledge, speed and efficiency of service, customer engagement, responses to customer feedback, post-sales service.						
The importance to businesses of providing good customer service						
Keywords		Product knowledge Speed of service Efficiency of service Customer engagement Customer feedback Post sales service Good customer service				
Skills		Knowledge Explain Discuss Outline Analyse Justify Evaluate				
Links to the wider world/case study						
Revision, Test and Closing the Gap for topics covered so far						
TEST RESULT				Target Grade:		
Mark:		Percentage		Grade:		On Target?

