

Business

NCFE V Cert & GCSE



Subject content: Year 10

GCSE - Year 10

Unit 1 – Business Activity

- Business types
- Enterprise
- Business Planning
- Business Growth

Unit 2 – Influences on Business

- Technology
- Ethics
- Economic
- Legal
- Globalisation

Unit 3 – Business Operations

- Production
- Quality
- Supply Chain
- Sales Process

V Cert - Year 10

CA1 - Entrepreneurship, business organisation and stakeholders

CA2 - Market research, market types and orientation and marketing mix

CA3 - Human resource requirements for business and enterprise

CA4 - Operations management

CA5 - Business growth

Subject content: Year 11

Year 11

Unit 6 – Human Resources

- Recruitment
- Training
- Motivation
- Organisational structure

Unit 5 – Marketing

- Market research
- Product, Price, Place, Promotion

Unit 4 – Finance

- Sources of finance
- Cash Flow
- Break Even
- Profit margins
- Financial Performance

V Cert - Year 11

CA6 - Sources of enterprise funding and business finance

CA7 - The impact of the external environment on business and enterprise

CA8 - Business and enterprise planning

Synoptic Project

Exam Revision

Y11 VCERT Coursework Outline

Project Brief

KC Gym Ltd (KCG)

Kim and Chantelle each own 50% of the shares in KC Gym Ltd (KCG). KCG opened its first gym in January 2015 in Manchester.

The gym is in a retail park. KCG leases the premises at a cost of £30 000 per year. Conversion of the premises into a gym cost £125 000. The company also installed gym equipment costing £100 000. KCG took out a bank loan to finance this conversion and gym equipment purchase. They took out the loan in September 2014 and it was repayable over 8 years.

KCG's target market for face-to-face classes is people aged 18 to 70-years-old. Females make up 60% of the membership. KCG only accepts members aged 18 and older. Members pay £65 per month for a 12-month contract. KCG had an average of 900 members per month in the first 11 months of 2022. Every month members have access to 60 free exercise classes. Members can also pay to take part in monthly specialist classes, at an extra charge of £40 per month. The specialist classes include CrossFit, Zumba and Pilates. Revenue from these specialist classes is £2400 per month.

KCG also offers virtual membership for £8 per month. Virtual members can take part in the 60 monthly exercise classes at home, using an online meeting platform. KCG had an average of 2000 virtual members over the first 11 months of 2022. Virtual membership has no age restrictions.

KCG's gym opens at 6am and closes at 10pm, 7 days per week. The management team consists of a manager and two assistant managers to ensure one member of the management team is always on site when the gym is open.

KCG employs 12 instructors to provide classes. These instructors work different shifts to ensure supervision is possible whenever the gym is open. A team of 5 employees, working in shifts, operates the reception desk and the refreshment centre. This team also deals with any unexpected cleaning tasks needed during opening hours. A cleaner is employed to work 7 evenings per week, from 10pm until 1.00am.

The refreshment centre's average monthly revenue was £12 000 per month for the first 11 months of 2022. The refreshment centre operates on a gross profit percentage (margin) of 50%. KCG advertises on a local Manchester radio station. This cost KCG a total of £8800 over the first 11 months of 2022. KCG's website and social media accounts provide members with up-to-date information on class availability.

KCG plans to open a second gym on 1st April 2023 in Newcastle, similar in size to its Manchester gym. KCG have signed a contract to purchase premises for £325 000. The premises will become KCG's property on 31st December 2022. The purchase has been funded using KCG's profit. KCG estimates that converting the Newcastle premises and purchasing gym equipment will be 40% more expensive than KCG paid for its Manchester gym.

The Newcastle gym will have the same staffing structure as the Manchester gym and a refreshment centre. Specialist classes will be offered. Members will pay £65 per month, for a 12-month contract. Virtual membership will not be available until April 2024. KCG have set aside £10 000 for a pre-launch marketing campaign and once the Newcastle gym is open, it will spend £800 per month on marketing.

Appendix

Data tables for KC Gym Ltd (KCG)

Table 1

Wages and salaries of the staff of the KCG Manchester gym in 2022		
Staff role	Monthly wages and salaries	Number Employed
Manager	£3400	1
Assistant manager	£2000	2
Instructor	£2000	12
Reception / Refreshments	£1500	5
Cleaner	£1000	1

Table 2

Membership Forecast for the KCG Newcastle gym 2023	
Month	Forecast number of members
April	450
May	540
June	600
July	650
August	690
September	735
KCG forecasts 900 members by 31st March 2024.	

Table 3

Dates of planned start-up and running costs on some items for the KCG Newcastle gym		
Costs	2023	Frequency of payment
Refurbishment of premises	February	One-off payment
Purchase of equipment	March	One-off payment
Business rates	January	Monthly
Insurance	January	Monthly
Loan repayments	February	Monthly
Marketing	March	Monthly

Y11 VCERT Coursework Outline

Prep time – 2 hours

- Time with internet to prepare a resource pack

21 hour Formal NEA

Task 1 – Action Plan – 2 hours

- Put together a plan of activities to be undertaken in the upcoming project time (No internet allowed)

Task 2 – Research Stage – 7 hours

- Conduct Primary and Secondary Research required for the Business Plan and collate data as necessary (Internet allowed)

Task 3 – Business Plan – 10 hours

- Complete a full business plan for the project brief and the changes they wish to make. Must include all aspects of the plan including financial forecasts, HR requirements, etc (No internet allowed)

Task 4 – Review – 2 hours

- Self review of their own performance in the NEA (WWW, EBI)

Assessment

GCSE

- This qualification is linear.
- This means that students will sit all their exams at the end of the course.
- 2 exams at the end of Y11
 - One 2 hour exam worth 62.5%
 - One 1hr 30min exam worth 37.5%
- NO COURSEWORK

Component 1: Business Dynamics Written examination: 2 hours 62.5% of qualification
A mix of short answer and structured questions based on stimulus material covering all of the specification content
Component 2: Business Considerations Written examination: 1 hour 30 minutes 37.5% of qualification
Data response questions covering all of the specification content

V Cert

- This qualification is assessed across one exam and more weighted toward the Synoptic Project Coursework unit.
- One 1hr 30min exam at the end of Y11 worth 40%
- One Synoptic Project Coursework Unit written in Y11 worth 60% – Conducted as a 21 hour controlled assessment in class.

Assessments	Assessment time	% weighting	Raw marks	Scaling factor	Scaled marks*	Assessment conditions	Marking
Non-exam assessment (NEA)	21 hours	60%	120	1.000	120	Supervised	Internal, with external moderation
Examined assessment (EA)	1 hour 30 minutes	40%	80	1.000	80	Invigilated	External
Assessment total	22 hours 30 minutes	100%			200		

How V Cert compares to more traditional GCSE

V Cert

- It is included in the curriculum
- The curriculum is designed to meet the needs of all learners (KS4) and to provide a high quality education for all
- This learning is designed to be relevant to the world of work
- This subject is designed to be a 'through the roof' subject
- It is a practical subject that encourages personal development

How do V Certs measure up?

V Certs are designed as technical alternatives to GCSEs. Below is our grading model, alongside both the old and new model for GCSE grading, so you can understand comparable achievement rates in other subjects.

Old GCSE grading structure	New GCSE grading structure	V Cert grading structure
A*	9	Level 2
A	8	
B	7	
C	6	Level 1
B	5	
C	4	
D	3	
E	2	NYA (Not Yet Achieved)
F	1	
G		
U	U	

Study suggestions

- All students must work keep abreast of current affairs (we recommend BBC Newsbeat)
- Seneca & GCSEPod – Revision material and Quizzes/Assessments
- BBC Bitesize
- Eduqas Resources Website – Digital Textbook and tasks



Seneca Learning - Fre...

RM

The nature of business activity

The competitive business environment

Businesses have to compete in a competitive environment. This means that they are not the only business providing a particular good or service (product). Consumers usually have a choice on what they spend their money on, for example if you wanted to buy a new mobile phone you would have a number of different models made by different manufacturers to choose from. Normal consumer behaviour predicts that if the product is identical or very similar you will choose the cheapest.

However, consumers are normally prepared to pay a higher price if they think that the



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How can home support?

- PLCs
- Past Papers
- Flash cards and Quizzing
- Revision Guides