2017 specification
first exams in 2019

Keyword Activities
for GCSE (9–1) Edexcel Business

Theme 1: Investigating Small Business

H Abrams

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Contents

Teacher's Introduction

Overview

This resource has been produced to support teaching and learning of the **GCSE (9–1) Edexcel Business** specification **Theme 1: Investigating small business**. The learning content is covered by the following sets of keywords with matching descriptions, which cover all of the specification topics:

- *1.1a: Dynamic nature of business & Risk and reward*
- *1.1b: The role of business enterprise*
- *1.2a: Customer needs & Market research*
- *1.2b: Market segmentation & Competitive environment*
- *1.3a: Aims and objectives & Revenues, costs and profits*
- *1.3b: Cash flow & Sources of business finance*
- *1.4a: The options for start-ups and small businesses*

- *1.4b: Business location*
- *1.4c: The marketing mix*
- *1.4d: Business plans*
- *1.5a: Business stakeholders*
- *1.5b: Technology and business*
- *1.5c: Legislation and business*
- *1.5d: The economy and business & External influences*

For each set, there are a number of different keyword activities designed to give you a range of different options for classroom use, homework and revision. This variety enables you to take a different approach to different topics – such as using the Crosswords as homework for one topic, and the Match-up as a starter for another.

Alternatively, differentiate the activity for a given topic; for example, you might want to give your stronger students the **Crosswords** early on while you start weaker learners on the **Match-up** (where terms and definitions are both available). **Domino** and **Bingo** activities add an element of fun and reinforcement, as well as the potential for pair and group work. Finally, the **Flash Cards** come into their own for revision and the **Table-fill** and **Write Your Own Glossary** allow students to test their understanding by correctly filling in keywords or definitions.

For more information about the different activities included, see overleaf. →

Digital Format!

All of the activities are provided electronically on the ZigZag Education support files system, which can be accessed via **zzed.uk/productsupport** To use on a school network:

- Download the .zip folder
- Locate the .zip folder in your downloads folder
- Right-click on the .zip folder > click 'Extract all' > select a destination > click 'Extract'. **This step is essential as the files will not function properly without it.**

Providing easy access to the activities are two HTML menus:

1. ***Access All* Menu** →

   Location: **index.html**

   This menu, designed primarily for teacher use, includes links to everything provided in the support files – allowing you to easily select what you need when preparing your lessons.
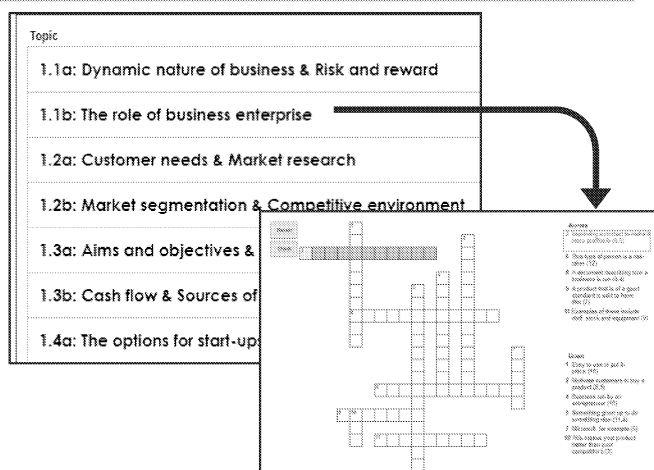
   If you intend to give learners access to this menu, then be aware that it does include links to the solutions.
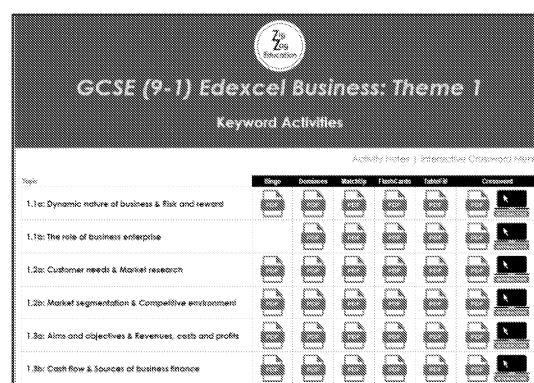
2. ***Interactive Crossword* Menu** →

   Location: **interactive-crosswords/index.html**

   This menu, which can be accessed via the *Access All* Menu, is included to allow learner access to just the interactive crosswords (without the answers).

Activity Types

The activities included in this resource are as follows:

Bingo

Each student is given a different bingo card containing a selection of words from the set. The teacher reads the definitions using the Keyword Answers, and the student must match the definition to the words on their card to complete rows, columns, and the full bingo card. The bingo activity is available for sets with 12 or more words.

✓ PDF

Crosswords

These traditional keyword activities are equally effective as lesson or homework activities – and are also an excellent way of easing students into their revision programme.

✓ PDF ✓ PAPER

In addition to the photocopiable worksheets and PDF, the crosswords are provided in interactive format in the accompanying support files. These are web-based (HTML5) and will run straight from your Internet browser.

Dominoes / Loop Cards

This is essentially another match-up activity, but this one is designed to be used in a more active way to engage students. It is recommended that students work in pairs or small groups.

✓ PDF

Half of each card contains a keyword, and the other half contains a description. To complete the activity, students must align all the cards in the correct order. There is a 'Start' and a 'Finish', meaning that if any cards are left outside the chain, then students have gone wrong somewhere.

Match-up

Students match descriptions to their keywords by drawing lines between them. Because there are similar descriptions and keywords, students are likely to make the odd mistake while completing the activity, so it is recommended that they use a pencil to start with! By eliminating the keywords that they are familiar with, students can then think about and learn the ones that they are less confident with.

✓ PDF ✓ PAPER

Flash Cards

These are a helpful revision tool. To make the cards, fold the page in half, then cut out each card and stick them together so the keyword is on one side and the definition the other. In addition, students could use these to play a game of pairs. Cut each card in two and place them all face down on the table. Students will then take it in turns to turn over two cards with the aim of matching a keyword to its definition. Matched-up cards are removed, and the game is finished when all the cards have been matched.

✓ PDF

Glossary Builders

Table-fill

Nothing fancy – students simply write the keyword which is being described, without any other help. Because this activity tests the students' own knowledge, it is best used as a homework activity at the end of each topic or during revision. This then acts as a check that they have grasped the key terminology for each topic. Alternatively, the tables could be given to students at the beginning of the topic, to see what they already know.

✓ PDF ✓ PAPER

Write Your Own Glossary

Like the Table-fill, this activity can be used to test students before learning a topic, or as a revision tool after learning a topic. Students are given a list of the keywords and need to produce their own definitions. Using Table-fill and Write Your Own Glossary, lessons can be differentiated for all levels of learner.

✓ PDF

Selected Activities and Completed Glossary Page

This sample shows <u>one</u> example of several activities.
The whole resource contains approximately 95 activities –
6 or 7 activities for each of the 14 topics.

The resource covers 221 key terms.

1.1a: Dynamic nature of business & Risk and reward (Bingo)

Adaptation	Gross profit	Employer
Original	Product	Net profit
Security	Customer service	Employee

Additional Terms:

1. ....
2. ....
3. ....
4. ....
5. ....
6. ....
7. ....
8. ....
9. ....

1.1a: Dynamic nature of business & Risk and reward (Bingo)

Consumer	Customer service	Security
Gross profit	Adaptation	Net profit
Dynamic	Obsolete	Competitor

Additional Terms:

1. ....
2. ....
3. ....
4. ....
5. ....
6. ....
7. ....
8. ....
9. ....

1.1a: Dynamic nature of business & Risk and reward
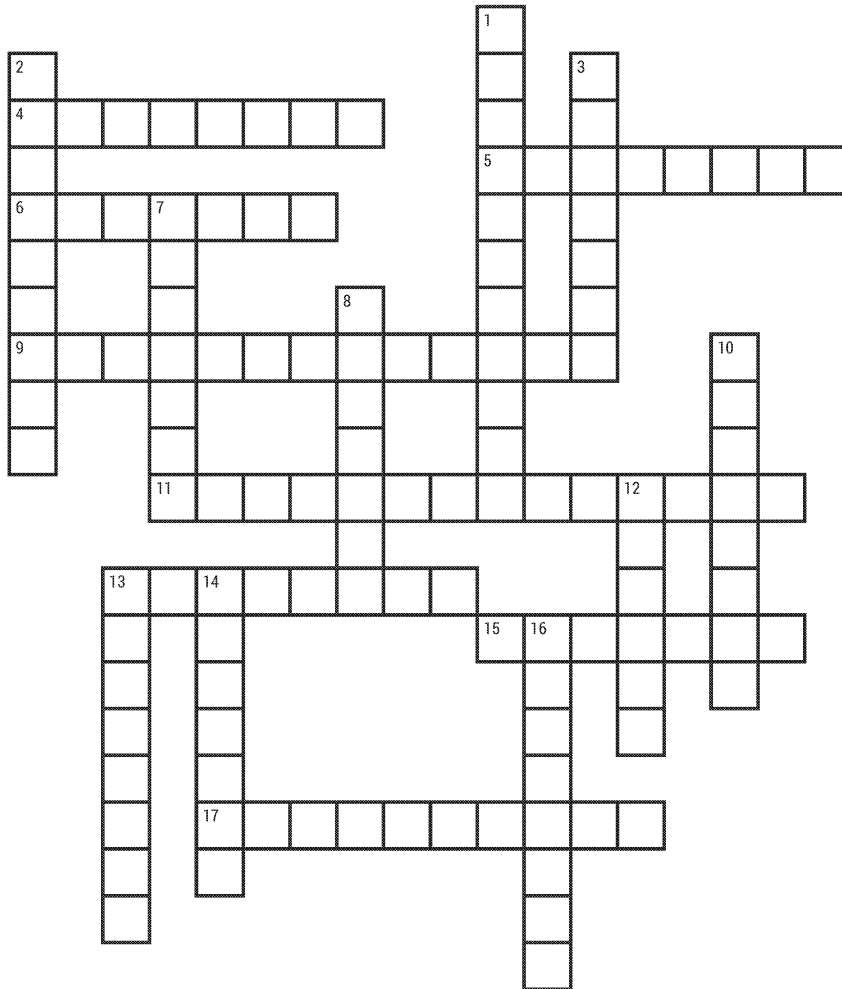
Across

4 A person who works in an organisation (8)

5 Another word for safety (8)

6 Another term for good or service (7)

9 A decrease in the value of a business (9,4)

11 An uncertain situation which has been considered by the business (10,4)

13 Describes an out-of-date product or service (8)

15 This person looks after the employees in an organisation (7)

17 McDonald's is a _____ of Burger King (10)

Down

1 Sales revenue minus cost of sales (5,6)

2 Profit after expenses are deducted (3,6)

3 A business has this when it is doing well (7)

7 Full of ideas and energy (7)

8 Opposite of success (7)

10 A person who utilises a product or service (8)

12 Given to an employee for hard work (6)

13 The first version of a product to be made (8)

14 Support given to help a customer (7)

16 Changing a product to make it more sellable (8)

1.1a: Dynamic nature of business & Risk and reward (Dominoes)

– START –	When goods or services are altered to meet customer needs	**Adaptation**	A person who works in an organisation
Employee	The person in charge of employees in an organisation	**Employer**	This is a rival organisation that sells the same product as your organisation
Competitor	A person who buys or utilises goods or services	**Consumer**	An object, a system or a service made available for consumer use
Product	Having lots of energy and ideas	**Dynamic**	When a product is out of date
Obsolete	The first version of a product to be made	**Original**	Helping or doing something for a customer

When goods or services are altered to meet customer needs	**Adaptation**	A person who works in an organisation	**Employee**
The person in charge of employees in an organisation	**Employer**	This is a rival organisation that sells the same product as your organisation	**Competitor**
A person who buys or utilises goods or services	**Consumer**	An object, a system or a service made available for consumer use	**Product**
Having lots of energy and ideas	**Dynamic**	When a product is out of date	**Obsolete**
The first version of a product to be made	**Original**	Helping or doing something for a customer	**Customer service**

1.1a: Dynamic nature of business & Risk and reward (Match Up)

1	A business has this when it is not at risk financially	
2	A person who buys or utilises goods or services	
3	A person who works in an organisation	
4	An object, a system or a service made available for consumer use	
5	An uncertain situation which has been considered by the business	
6	Given to an employee for effort, hard work and achievement	
7	Gross profit minus total expenses	
8	Having lots of energy and ideas	
9	Helping or doing something for a customer	
10	Lack of success	
11	Sales revenue minus Cost of sales	
12	The first version of a product to be made	
13	The person in charge of employees in an organisation	
14	This is a rival organisation that sells the same product as your organisation	
15	When a product is out of date	
16	When goods or services are altered to meet customer needs	
17	When money or the value of a business decreases	
18	When things are accomplished	

Adaptation	
Employee	
Employer	
Competitor	
Consumer	
Product	
Dynamic	
Obsolete	
Original	
Customer service	
Gross profit	
Reward	
Net profit	
Failure	
Financial loss	
Success	
Calculated risk	
Security	

1.1a: Dynamic nature of business & Risk and reward ^(Table Fill)

When goods or services are altered to meet customer needs	
A person who works in an organisation	
The person in charge of employees in an organisation	
This is a rival organisation that sells the same product as your organisation	
A person who buys or utilises goods or services	
An object, a system or a service made available for consumer use	
Having lots of energy and ideas	
When a product is out of date	
The first version of a product to be made	
Helping or doing something for a customer	
Sales revenue minus Cost of sales	
Given to an employee for effort, hard work and achievement	
Gross profit minus total expenses	
Lack of success	
When money or the value of a business decreases	
When things are accomplished	
An uncertain situation which has been considered by the business	
A business has this when it is not at risk financially	

1.1a: Dynamic nature of business & Risk and reward

Adaptation	When goods or services are altered to meet customer needs
Employee	A person who works in an organisation
Employer	The person in charge of employees in an organisation
Competitor	This is a rival organisation that sells the same product as your organisation
Consumer	A person who buys or utilises goods or services
Product	An object, a system or a service made available for consumer use
Dynamic	Having lots of energy and ideas
Obsolete	When a product is out of date
Original	The first version of a product to be made
Customer service	Helping or doing something for a customer
Gross profit	Sales revenue minus Cost of sales
Reward	Given to an employee for effort, hard work and achievement
Net profit	Gross profit minus total expenses
Failure	Lack of success
Financial loss	When money or the value of a business decreases
Success	When things are accomplished
Calculated risk	An uncertain situation which has been considered by the business
Security	A business has this when it is not at risk financially