



Keyword Activities for GCSE (9–1) Edexcel Business

Theme 2: Building a Business

H Abrams



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Teacher's Introduction

Overview

This resource has been produced to support teaching and learning of the **GCSE (9–1) Edexcel Business** specification **Theme 2: Building a business**. The learning content is covered by the following sets of keywords with matching descriptions, which cover all of the specification topics:

- 2.1a: Business growth & Changes in aims and objectives
- 2.1b: Globalisation & Ethics and the environment
- 2.2a: Business growth
- 2.2b: Price & Promotion
- 2.2c: Promotion & Place
- 2.3a: Business operations
- 2.3b: Working with suppliers & Managing quality
- 2.3c: Managing quality & The sales process
- 2.4: Business calculations & Understanding business performance
- 2.5a: Organisational structures
- 2.5b: Effective recruitment
- 2.5c: Effective training and development & Motivation

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:

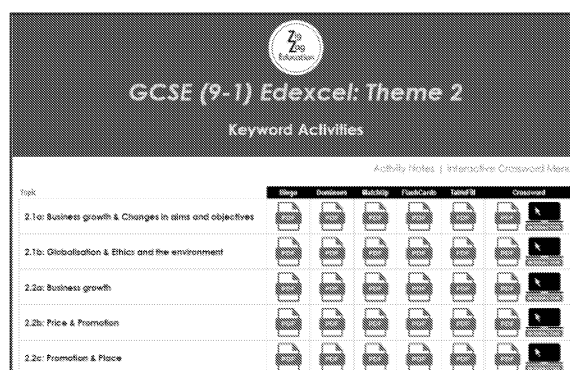
1. Access All Menu



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.

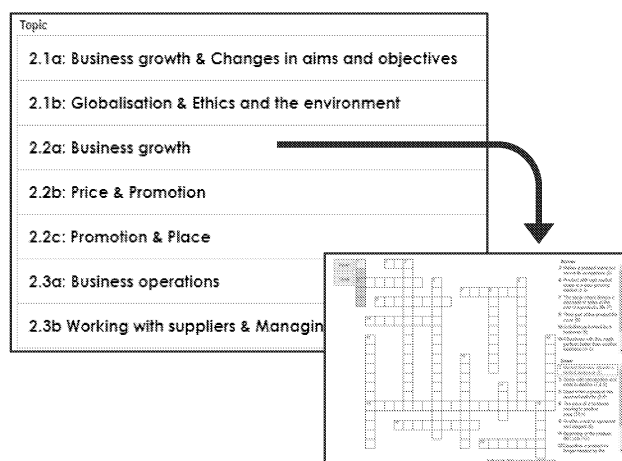


2. Interactive Crossword Menu



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

All activities are provided as PDF files, allowing for easy printing and sharing on your school's internal network or VLE. In addition, each of the single-page activities (*Crosswords*, *Match-up* and *Table-fill*), as well as the solutions, are provided on paper too.

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



INTERACTIVE

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 one example of several activities.
The whole resource contains approximately 80 activities –
6 or 7 activities for each of the 12 topics.

The resource covers 193 key terms.

2.1a: Business growth & Changes in aims and objectives (Bingo)

Legislation	Public limited company	Objective
Organic growth	External growth	Diseconomies of scale
Cost cutting	Research and development	Marketing mix

Additional Terms:

- 1.
- 2.
- 3.
- 4.
- 5.

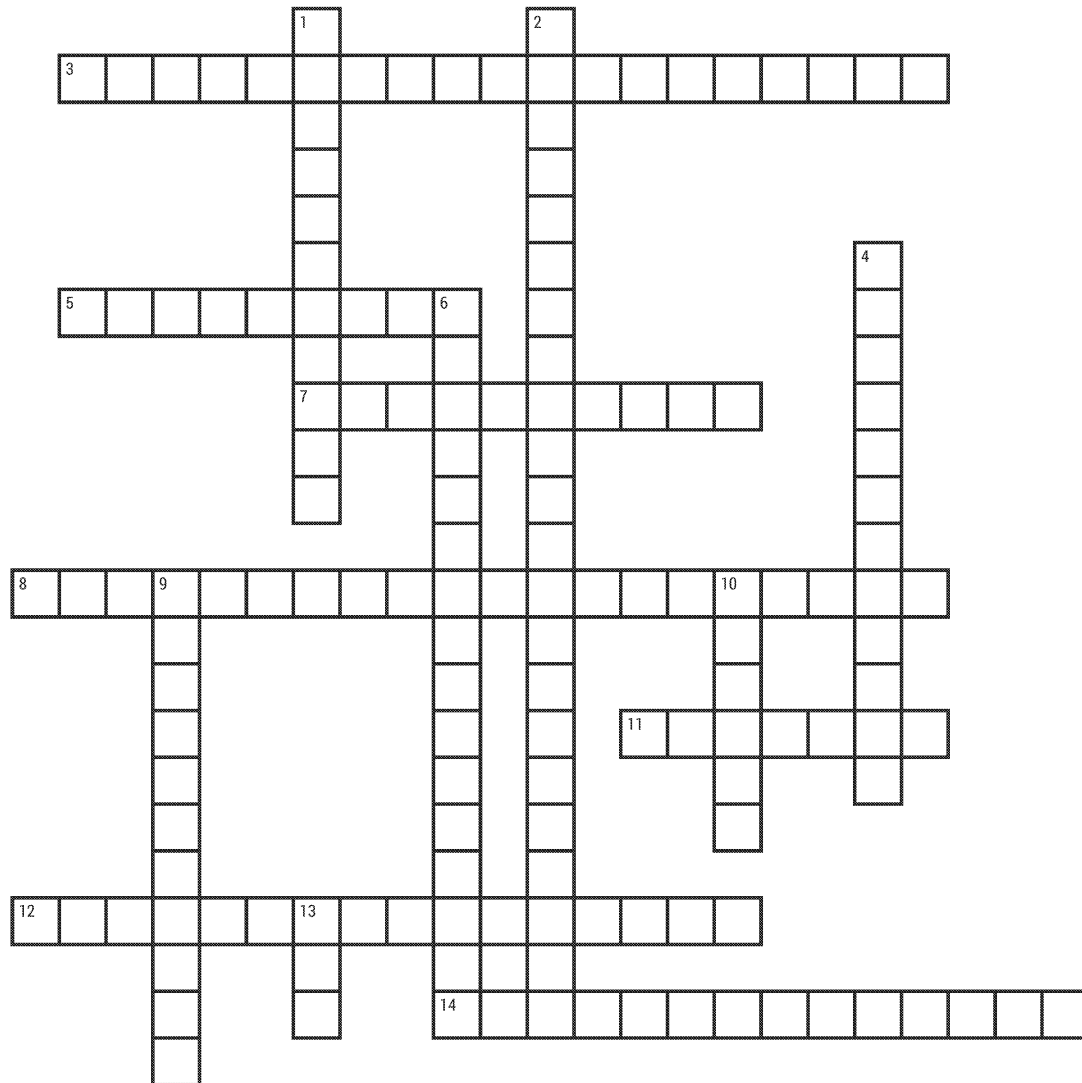
2.1a: Business growth & Changes in aims and objectives (Bingo)

Merger	Objective	Organic growth
Legislation	Diseconomies of scale	Vertical takeover
Innovation	Public limited company	Research and development

Additional Terms:

- 1.
- 2.
- 3.
- 4.
- 5.

2.1a: Business growth & Changes in aims and objectives



Across

- 3** When the average unit cost increases as the product gets larger (12,2,5)
5 Small step towards an aim (9)
7 A new idea (10)
8 Company larger than an Ltd (6,7,7)
11 Type of growth – using internal resources (7)
12 When a business buys another business in its supply chain (8,8)
14 Business growth via mergers and takeovers (8,6)

Down

- 1** Reducing outflows (4-7)
2 A department that thinks of new ideas (8,3,11)
4 Product, place, promotion and price (9,3)
6 Buying a product on a large scale can make it cheaper per unit (9,2,5)
9 Making or enforcing the law (11)
10 Two businesses joined together (6)
13 This is achieved by fulfilling SMART objectives (3)

2.1a: Business growth & Changes in aims and objectives (Dominoes)

– START –	A department that thinks of new ideas and introduces them into a business	Research and development	When a business reduces spending
Cost cutting	The average unit cost increases due to growth	Diseconomies of scale	The unit cost of a product decreases when it is bought in bulk
Economies of scale	Thinking of a new idea or product	Innovation	This is made up of four elements: product, price, promotion and place
Marketing mix	When two businesses join together to form a bigger business	Merger	A business grows and sells more products over time using only internal resources
Organic growth	Where a business buys another business in its supply chain	Vertical takeover	This is when a company expands due to external resources rather than internal

2.1a: Business growth & Changes in aims and objectives (Flash Cards)

A department that thinks of new ideas and introduces them into a business

Research and development

When a business reduces spending

Cost cutting

The average unit cost increases due to growth

Diseconomies of scale

The unit cost of a product decreases when it is bought in bulk

Economies of scale

Thinking of a new idea or product

Innovation

This is made up of four elements: product, price, promotion and place

Marketing mix

When two businesses join together to form a bigger business

Merger

A business grows and sells more products over time using only internal resources

Organic growth

Where a business buys another business in its supply chain

Vertical takeover

This is when a company expands due to external resources rather than internal

External growth

2.1a: Business growth & Changes in aims and objectives (Match Up)

1	A business grows and sells more products over time using only internal resources
2	A department that thinks of new ideas and introduces them into a business
3	A set of objectives a business is working towards
4	A SMART step that goes towards an aim
5	An incorporated business that sells shares on the stock exchange
6	Making or enforcing the law
7	The average unit cost increases due to growth
8	The unit cost of a product decreases when it is bought in bulk
9	Thinking of a new idea or product
10	This is made up of four elements: product, price, promotion and place
11	This is when a company expands due to external resources rather than internal
12	When a business reduces spending
13	When two businesses join together to form a bigger business
14	Where a business buys another business in its supply chain

Research and development	
Cost cutting	
Diseconomies of scale	
Economies of scale	
Innovation	
Marketing mix	
Merger	
Organic growth	
Vertical takeover	
External growth	
Public limited company	
Legislation	
Objective	
Aim	

2.1a: Business growth & Changes in aims and objectives (Table Fill)

A department that thinks of new ideas and introduces them into a business	
When a business reduces spending	
The average unit cost increases due to growth	
The unit cost of a product decreases when it is bought in bulk	
Thinking of a new idea or product	
This is made up of four elements: product, price, promotion and place	
When two businesses join together to form a bigger business	
A business grows and sells more products over time using only internal resources	
Where a business buys another business in its supply chain	
This is when a company expands due to external resources rather than internal	
An incorporated business that sells shares on the stock exchange	
Making or enforcing the law	
A SMART step that goes towards an aim	
A set of objectives a business is working towards	

2.1a: Business growth & Changes in aims and objectives

<i>Research and development</i>	A department that thinks of new ideas and introduces them into a business
<i>Cost cutting</i>	When a business reduces spending
<i>Diseconomies of scale</i>	The average unit cost increases due to growth
<i>Economies of scale</i>	The unit cost of a product decreases when it is bought in bulk
<i>Innovation</i>	Thinking of a new idea or product
<i>Marketing mix</i>	This is made up of four elements: product, price, promotion and place
<i>Merger</i>	When two businesses join together to form a bigger business
<i>Organic growth</i>	A business grows and sells more products over time using only internal resources
<i>Vertical takeover</i>	Where a business buys another business in its supply chain
<i>External growth</i>	This is when a company expands due to external resources rather than internal
<i>Public limited company</i>	An incorporated business that sells shares on the stock exchange
<i>Legislation</i>	Making or enforcing the law
<i>Objective</i>	A SMART step that goes towards an aim
<i>Aim</i>	A set of objectives a business is working towards