

**2017 specification**  
first exams in 2019



## for GCSE (9–1) AQA Business

H Abrams



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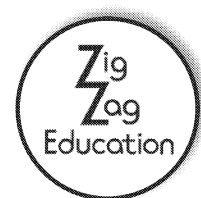
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# Teacher's Introduction

## Overview

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

- 3.1a: The purpose and nature of business
- 3.1b: Business ownership
- 3.1c: Setting aims and objectives & Stakeholders
- 3.1d: Business location
- 3.1e: Business planning
- 3.1f: Expanding a business
- 3.2a: Technology
- 3.2b: Ethical and environmental considerations
- 3.2c: The economic climate on business
- 3.2d: Globalisation
- 3.2e: Legislation & Competitive environment
- 3.3a: Production processes & Procurement
- 3.3b: Quality & Good customer service
- 3.4a: Organisational structures
- 3.4b: Recruitment
- 3.4c: Motivating employees & Training
- 3.5a: Customers, Segmentation & Market research
- 3.5b: Marketing mix – Part 1
- 3.5c: Marketing mix – Part 2
- 3.5d: Marketing mix – Part 3
- 3.6a: Sources of finance
- 3.6b: Cash flow
- 3.6c: Financial terms and calculations
- 3.6d: Analysing the financial performance of a business

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](https://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.

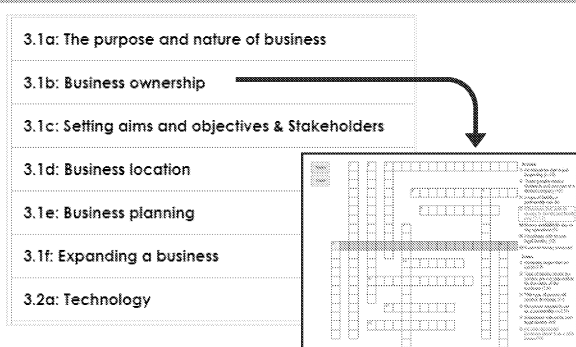


### 2. Interactive Crossword Menu



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



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 140 activities –  
6 or 7 activities for each of the 24 topics.

The resource covers 415 key terms.

3.1a: The purpose and nature of business (Bingo)

Goods	Entrepreneur	Innovative
Convenient	Primary sector	Calculated risk
Tertiary sector	Customer service	Consumer

Additional Terms:

- 1. ....
- 2. ....
- 3. ....
- 4. ....
- 5. ....
- 6. ....
- 7. ....
- 8. ....
- 9. ....
- 10. ....
- 11. ....
- 12. ....

3.1a: The purpose and nature of business (Bingo)

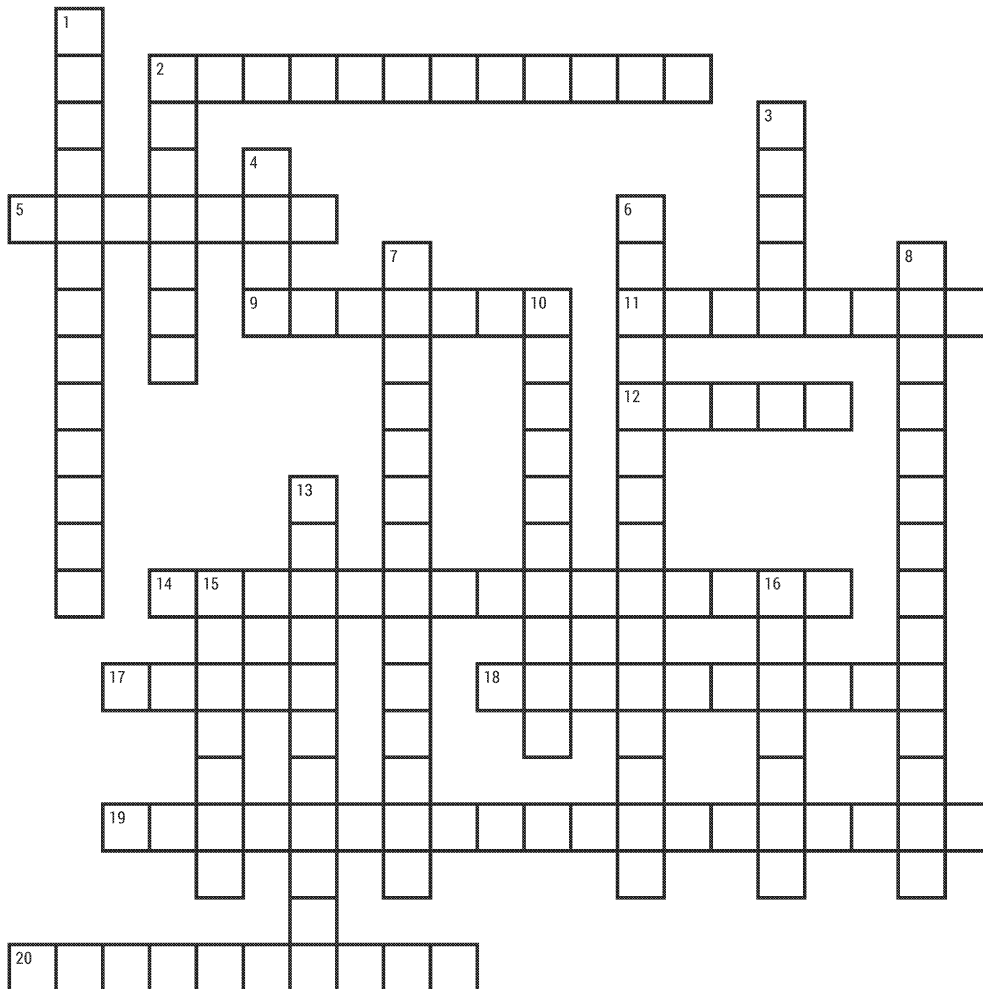
Secondary sector	Consumer	Gross profit
Enterprise	Needs	Dynamic
Opportunity cost	Customer service	Convenient

Additional Terms:

- 1. ....
- 2. ....
- 3. ....
- 4. ....
- 5. ....
- 6. ....
- 7. ....
- 8. ....
- 9. ....
- 10. ....
- 11. ....
- 12. ....



### 3.1a: The purpose and nature of business



#### Across

- 2 This type of person is a risk-taker (12)  
 5 A business's cash and assets (7)  
 9 Full of ideas and energy (7)  
 11 A person who utilises a product or service (8)  
 12 The opposite of wants (5)  
 14 Loss of giving up an idea in favour of another idea (11,4)  
 17 Products made at the same time (5)  
 18 Business run by an entrepreneur (10)  
 19 Land, machinery, for example (7,2,10)  
 20 Thinking of a new idea (10)

#### Down

- 1 Part of the economy that deals with raw materials (7,6)  
 2 Another way to describe a 'green' business (7)  
 3 These are luxury items that a person would like, rather than needs (5)  
 4 A factor of production used to build a factory (4)  
 6 Part of the economy that makes goods (9,6)  
 7 An uncertain situation which has been considered by the business (10,4)  
 8 Part of the economy involved with commercial services, e.g. banking, insurance (8,6)  
 10 Easy to use or put in place (10)  
 13 Sales revenue minus cost of sales (5,6)  
 15 Another term for good or service (7)  
 16 Support given to help a customer (7)

### 3.1a: The purpose and nature of business (Dominoes)

<b>– START –</b>	A person who buys or utilises goods or services	<b>Consumer</b>	Sales revenue minus Cost of sales
<b>Gross profit</b>	Easy to use or put in place	<b>Convenient</b>	An object, a system or a service made available for consumer use
<b>Product</b>	Having lots of energy and ideas	<b>Dynamic</b>	Ability to spot a business opportunity
<b>Enterprise</b>	An individual who sets up their own business, usually with some risk	<b>Entrepreneur</b>	When a business cares for the environment
<b>Ethical</b>	Products made in a business	<b>Goods</b>	What a person must have to survive, e.g. water, food

### 3.1a: The purpose and nature of business (Flash Cards)

A person who buys or  
utilises goods or  
services

***Consumer***

Sales revenue minus  
Cost of sales

***Gross profit***

Easy to use or put in  
place

***Convenient***

An object, a system or a  
service made available  
for consumer use

***Product***

Having lots of energy  
and ideas

***Dynamic***

Ability to spot a  
business opportunity

***Enterprise***

An individual who sets  
up their own business,  
usually with some risk

***Entrepreneur***

When a business cares  
for the environment

***Ethical***

Products made in a  
business

***Goods***

What a person must  
have to survive, e.g.  
water, food

***Needs***

### 3.1a: The purpose and nature of business (Match Up)

1	A business's cash and assets
2	A factor of production used to build a factory
3	A person who buys or utilises goods or services
4	A resource used to produce goods or provide a service, e.g. land, labour, capital or enterprise
5	Ability to spot a business opportunity
6	An individual who sets up their own business, usually with some risk
7	An object, a system or a service made available for consumer use
8	An uncertain situation which has been considered by the business
9	Easy to use or put in place
10	Having lots of energy and ideas
11	Helping or doing something for a customer
12	Part of the economy that is involved with manufacturing and making products
13	Part of the economy that makes direct use of natural resources, e.g. fishing, mining, agriculture
14	Part of the economy that provides commercial services to help the primary and secondary sector; includes advertising, insurance, finance, education
15	Products made in a business
16	Sales revenue minus Cost of sales
17	The loss incurred by giving up an activity , idea or project in order to do something else
18	These are luxury items that a person would like, rather than needs
19	Thinking of a new idea or product
20	What a person must have to survive, e.g. water, food
21	When a business cares for the environment

<b>Consumer</b>	
<b>Gross profit</b>	
<b>Convenient</b>	
<b>Product</b>	
<b>Dynamic</b>	
<b>Enterprise</b>	
<b>Entrepreneur</b>	
<b>Ethical</b>	
<b>Goods</b>	
<b>Needs</b>	
<b>Capital</b>	
<b>Factors of production</b>	
<b>Land</b>	
<b>Opportunity cost</b>	
<b>Primary sector</b>	
<b>Secondary sector</b>	
<b>Tertiary sector</b>	
<b>Wants</b>	
<b>Calculated risk</b>	
<b>Customer service</b>	
<b>Innovative</b>	

### 3.1a: The purpose and nature of business (Table Fill)

A person who buys or utilises goods or services	
Sales revenue minus Cost of sales	
Easy to use or put in place	
An object, a system or a service made available for consumer use	
Having lots of energy and ideas	
Ability to spot a business opportunity	
An individual who sets up their own business, usually with some risk	
When a business cares for the environment	
Products made in a business	
What a person must have to survive, e.g. water, food	
A business's cash and assets	
A resource used to produce goods or provide a service, e.g. land, labour, capital or enterprise	
A factor of production used to build a factory	
The loss incurred by giving up an activity , idea or project in order to do something else	
Part of the economy that makes direct use of natural resources, e.g. fishing, mining, agriculture	
Part of the economy that is involved with manufacturing and making products	
Part of the economy that provides commercial services to help the primary and secondary sector; includes advertising, insurance, finance, education	
These are luxury items that a person would like, rather than needs	
An uncertain situation which has been considered by the business	
Helping or doing something for a customer	
Thinking of a new idea or product	

### ***3.1a: The purpose and nature of business***

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<b><i>Consumer</i></b>	A person who buys or utilises goods or services
<b><i>Gross profit</i></b>	Sales revenue minus Cost of sales
<b><i>Convenient</i></b>	Easy to use or put in place
<b><i>Product</i></b>	An object, a system or a service made available for consumer use
<b><i>Dynamic</i></b>	Having lots of energy and ideas
<b><i>Enterprise</i></b>	Ability to spot a business opportunity
<b><i>Entrepreneur</i></b>	An individual who sets up their own business, usually with some risk
<b><i>Ethical</i></b>	When a business cares for the environment
<b><i>Goods</i></b>	Products made in a business
<b><i>Needs</i></b>	What a person must have to survive, e.g. water, food
<b><i>Capital</i></b>	A business's cash and assets
<b><i>Factors of production</i></b>	A resource used to produce goods or provide a service, e.g. land, labour, capital or enterprise
<b><i>Land</i></b>	A factor of production used to build a factory
<b><i>Opportunity cost</i></b>	The loss incurred by giving up an activity , idea or project in order to do something else
<b><i>Primary sector</i></b>	Part of the economy that makes direct use of natural resources, e.g. fishing, mining, agriculture
<b><i>Secondary sector</i></b>	Part of the economy that is involved with manufacturing and making products
<b><i>Tertiary sector</i></b>	Part of the economy that provides commercial services to help the primary and secondary sector; includes advertising, insurance, finance, education
<b><i>Wants</i></b>	These are luxury items that a person would like, rather than needs
<b><i>Calculated risk</i></b>	An uncertain situation which has been considered by the business
<b><i>Customer service</i></b>	Helping or doing something for a customer
<b><i>Innovative</i></b>	Thinking of a new idea or product