



# Curriculum Map

Subject: GCSE Business

Year group: 11

	Autumn		Spring		Summer
	Teacher 1	Teacher 2	Teacher 1	Teacher 2	
<p><b>Content</b></p> <p><i>Declarative Knowledge – ‘Know What’</i></p>	<p><b>2.1 Growing the Business</b></p> <ul style="list-style-type: none"> <li>- 2.1.1 Business growth: methods of business growth and their impact</li> <li>- 2.1.1 Business growth: the types of business ownership for growing businesses: public limited companies and multinationals</li> <li>- 2.1.1 Business growth: sources of finance for growing and established businesses: internal and external sources</li> <li>- 2.1.2 Changes in business aims and objectives: Why and how business aims and objectives change as businesses evolve</li> <li>- 2.1.3 Business and Globalisation: The impact of globalisation on businesses: imports, exports, location</li> <li>- 2.1.3 Business and Globalisation: Barriers to international trade</li> <li>- 2.1.3 Business and Globalisation: How businesses compete internationally</li> <li>- 2.1.4 Ethics, the environment and business: The impact of ethical and environmental</li> </ul>	<p><b>2.2 Making marketing decisions</b></p> <ul style="list-style-type: none"> <li>- 2.2.1 Product: design mix</li> <li>- 2.2.1 Product: product life cycle</li> <li>- 2.2.1 Product: the importance of differentiating a product</li> <li>- 2.2.2 Price: pricing strategies and influences on pricing strategies</li> <li>- 2.2.3 Promotions: appropriate promotion strategies</li> <li>- 2.2.3 Promotions: The use of technology in promotion</li> <li>- 2.2.4 Place: methods of distribution</li> <li>- 2.2.5 Using the marketing mix to make business decisions: influence of each element of the mix, how to build a competitive advantage</li> </ul> <p><b>2.3 Making operational decisions</b></p> <ul style="list-style-type: none"> <li>- 2.3.1 Business operations: purpose of business, production process and the impact of technology on production</li> <li>- 2.3.1 Business operations: the impact of technology on production</li> </ul>	<p><b>2.5 Making human resource decisions</b></p> <ul style="list-style-type: none"> <li>- 2.5.1 Organisational structures: different organisational structures</li> <li>- 2.5.1 Organisational structures: The importance of effective communication</li> <li>- 2.5.1 Organisational structures: Different ways of working</li> <li>- 2.5.2 Effective recruitment: different job roles and responsibility</li> <li>- 2.5.2 Effective recruitment: how businesses recruit people</li> <li>- 2.5.3 effective training and development: how businesses train and develop employees</li> <li>- 2.5.3 effective training and development: why businesses train and develop employees</li> <li>- 2.5.4 motivation: the importance of motivation in the workplace</li> <li>- 2.5.4 motivation: how businesses motivate employees</li> </ul>	<p><b>2.3 Making Operational Decisions</b></p> <ul style="list-style-type: none"> <li>- 2.3.2 Working with suppliers: the role of procurement.</li> <li>- 2.3.3 Managing quality: the concept and importance of quality</li> <li>- 2.3.4 The sales process: the sales process and the importance of customer service</li> </ul> <p><b>2.4 Making financial decisions</b></p> <ul style="list-style-type: none"> <li>- 2.4.1 Business calculations: the concept and calculation of gross profit and net profit</li> <li>- 2.4.1 Business calculations: the concept and calculation of gross profit margin, net profit margin, and average rate of return</li> <li>- 2.4.2 Understanding business performance: the interpretation and use of quantitative data to support, inform and justify business decisions</li> <li>- 2.4.2 Understanding business performance: the use and limitations of financial information</li> </ul> <p><b>Revision for exams</b></p> <ul style="list-style-type: none"> <li>- Exam technique</li> <li>- Theme 1 content</li> </ul>	<p><b>Revision for exams</b></p> <ul style="list-style-type: none"> <li>- Exam technique</li> <li>- Theme 1 content</li> <li>- Theme 2 content</li> </ul> <p><b>Study leave for exams</b></p>



# Curriculum Map

	considerations on businesses	- 2.3.2 Working with suppliers: managing stock		- <b>Theme 2 content</b>	
<p><b>Skills</b></p> <p><i>Procedural Knowledge – ‘Know How’</i></p>	<p><b>2.1 Growing the Business</b></p> <ul style="list-style-type: none"> <li>- Identify the difference between internal and external growth</li> <li>- Analyse the benefits and drawbacks of different methods of growth</li> <li>- Identify the causes of changes in aims and objectives</li> <li>- Analyse and evaluate the impact of globalisation</li> <li>- Analyse the impact of tariffs and trade blocs</li> <li>- Analyse the use of internet and marketing mix to compete internationally</li> <li>- Analyse and evaluate how ethics, the environment and pressure groups influence business decisions</li> </ul>	<p><b>2.2 Making marketing decisions</b></p> <ul style="list-style-type: none"> <li>- Explain how a business designs products</li> <li>- Explain the life cycle of a product</li> <li>- Explain how a business extends the life of a product</li> <li>- Explain how businesses differentiate products</li> <li>- Explain how a business determines pricing strategies</li> <li>- Analyse the influences on pricing strategy</li> <li>- Explain how a business determines what promotion to use</li> <li>- Explain how technology has changed promotion</li> <li>- Identify the different methods of distribution</li> <li>- Analyse and evaluate marketing mix decisions to give a business a competitive advantage</li> </ul> <p><b>2.3 Making operational decisions</b></p> <ul style="list-style-type: none"> <li>- Explain the purpose of business</li> <li>- Explain how different production processes affect business costs</li> <li>- Explain how technology impacts business costs, productivity and flexibility</li> <li>- Explain how businesses manage stock using stock graphs and Just in Time stock control</li> </ul>	<p><b>2.5 Making human resource decisions</b></p> <ul style="list-style-type: none"> <li>- Explain different organisational structures</li> <li>- Analyse the benefits and drawbacks of a hierarchical and flat structure</li> <li>- Analyse the benefits and drawbacks of a centralised and decentralised structure</li> <li>- Explain the impact of insufficient and excessive communication</li> <li>- Explain what barriers prevent good communication</li> <li>- Explain the reasons for a business to offer different types of contracts, hours, and ways of working</li> <li>- Explain the purpose of different job roles and responsibilities within those roles</li> <li>- Explain the process of recruitment for a business.</li> <li>- Analyse the reasons for internal and external recruitment.</li> <li>- Explain the different ways a business can train new staff.</li> <li>- Explain why training is important.</li> <li>- Explain why motivation is important.</li> <li>- Explain how businesses motivate people.</li> </ul>	<ul style="list-style-type: none"> <li>- Explain how businesses manage quality through quality control systems</li> <li>- Identify the sales process</li> <li>- Explain the importance of good customer service</li> </ul> <p><b>2.4 Making financial decisions</b></p> <ul style="list-style-type: none"> <li>- Calculate gross profit</li> <li>- Calculate net profit</li> <li>- Calculate gross profit margin</li> <li>- Calculate net profit margin</li> <li>- Calculate average rate of return</li> <li>- Analyse the financial performance of the business</li> <li>- How to calculate revenue, costs, profit and profit margins.</li> <li>- How to calculate cash flow and interpret cash flow diagrams</li> <li>- How to interpret financial data</li> <li>- Interpret financial graphs and charts, financial data, marketing data, and market data</li> <li>- Analyse quantitative business data to make business decisions</li> </ul>	<p><b>Revision focus:</b></p> <ul style="list-style-type: none"> <li>- Structure 3 mark ‘explain’ type questions.</li> <li>- Structure 6 mark ‘discuss and analyse’ type questions.</li> <li>- Structure 9 mark ‘justify’ type questions.</li> <li>- Structure 12 mark ‘evaluate’ type questions.</li> <li>- How to interpret data from a case study to pick out relevant information</li> </ul>



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		<ul style="list-style-type: none"> <li>- Analyse the importance of relationships with suppliers</li> <li>- Evaluate the impact of stock and procurement decisions on the businesses objectives</li> <li>-</li> </ul>			
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**Exam focus across all units:**

- Recall key terms, formulas and concepts
- Structure 3 mark 'explain' type questions.
- Structure 6 mark 'discuss and analyse' type questions.
- Structure 9 mark 'justify' type questions.
- Structure 12 mark 'evaluate' type questions.

<b>Key Questions</b>	<p><b>2.1 Growing the Business</b></p> <ul style="list-style-type: none"> <li>- What is the most appropriate method of growth?</li> <li>- What source of finance should a business use to grow?</li> <li>- What are the benefits and drawbacks of being a public limited company?</li> <li>- What causes aims and objectives for a business to change?</li> <li>- How has globalisation changed business?</li> <li>- How do barriers to trade impact business?</li> <li>- What must a business do to be able to compete internationally?</li> <li>- How does ethics and environmental concerns impact a business?</li> <li>- Should a business choose to be ethical at the expense of profit?</li> </ul>	<p><b>2. .2 Making marketing decisions</b></p> <ul style="list-style-type: none"> <li>- What makes a good product?</li> <li>- What determines the price for a product?</li> <li>- What is the most appropriate promotional activity for a business?</li> <li>- How do the components of the marketing mix interlink?</li> <li>- What makes an effective marketing strategy?</li> </ul> <p><b>2.3 Making operational decisions</b></p> <ul style="list-style-type: none"> <li>- Which production process is most appropriate for certain products?</li> <li>- How has technology impacted operations in business?</li> <li>- How can a business improve productivity?</li> <li>- Which method of stock control is more effective for a business?</li> </ul>	<p><b>2.5 Making human resource decisions</b></p> <ul style="list-style-type: none"> <li>- What are the differences between a hierarchical and flat organisational structure?</li> <li>- What makes effective communication?</li> <li>- Why might a business choose to have different ways of working?</li> <li>- What is the difference between permanent, temporary, flexible hours and freelance contracts?</li> <li>- What job roles come with what responsibility?</li> <li>- What are the different stages of recruitment?</li> <li>- Should we recruit internally or externally?</li> <li>- What is the best way to train a new employee?</li> <li>- Why do we have to train employees?</li> <li>- Why is it important to motivate staff?</li> </ul>	<p><b>2.3. Making Operational Decisions</b></p> <ul style="list-style-type: none"> <li>- What is the best way to manage quality?</li> <li>- What makes good customer service?</li> </ul> <p><b>2.4 Making financial decisions</b></p> <ul style="list-style-type: none"> <li>- What is the difference between gross profit and net profit?</li> <li>- What are the different ways we can compare financial data?</li> <li>- What are the indicators of a good financial performance?</li> <li>- What does this piece of financial data tell me about the business?</li> <li>-</li> </ul>	



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		<ul style="list-style-type: none"> <li>- How does a supplier effect operations for a business?</li> </ul>	<ul style="list-style-type: none"> <li>- What can a business do to motivate staff?</li> <li>-</li> </ul>		
<b>Assessment</b>	<ul style="list-style-type: none"> <li>- 2.1 Growing the Business</li> <li>- 2.2 Making marketing decisions</li> <li>- Year 11 Trial exams 1</li> </ul>	<ul style="list-style-type: none"> <li>- 2.3 Making operational decisions</li> <li>- Year 11 Trial exams 1</li> </ul>	<ul style="list-style-type: none"> <li>- 2.5 Making human resource decisions</li> <li>-</li> </ul>	<ul style="list-style-type: none"> <li>- 2.4 Making financial decisions</li> <li>- Year 11 Trial exams 2</li> </ul>	<ul style="list-style-type: none"> <li>- Practice questions</li> <li>- Practice papers</li> </ul>
<b>Literacy/Numeracy/SMSC/Character</b>	<ul style="list-style-type: none"> <li>- <b>Literacy:</b> building business arguments using economic terminology, developing analytical and evaluative paragraphs using business terminology</li> <li>- <b>Numeracy:</b> Interpreting numerical data in decision making</li> <li>- <b>Character:</b> students build character through being put through realistic business scenarios that test their ability to take the initiative and be confident in displaying their creativity and aspirations. Business scenarios will also help them consider differing views which will help them develop tolerance, integrity and resilience</li> <li>- <b>SMSC:</b> students explore ethics in business and how businesses interact with consumers through marketing which will help students develop empathy and understanding of how business has an impact in society and evaluate how businesses should act to help better society and be more honest with its customers and other stakeholders.</li> </ul>				