



# Curriculum Map

(Most classes are taught with a 3/2 split, Where a class has a 4/1 split, the main teacher will follow the same curriculum map, and the columns below refer to each half term, rather than each teacher – the 5<sup>th</sup> lesson will be used to support the delivery of this content; practice exam skills; and revise)

**Subject: GCSE Business**

**Year group: 11**

<b>Content - Declarative Knowledge – ‘Know What’</b>				
<b>Autumn</b>		<b>Spring</b>		<b>Summer</b>
<b>Teacher 1/HT 1</b>	<b>Teacher 2/HT2</b>	<b>Teacher 1/HT1</b>	<b>Teacher 2/HT2</b>	
<b>2.1 Growing the Business</b> <ul style="list-style-type: none"> <li>- 2.1.1 and 2.1.2 Covered in the summer term of Y10</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 considerations on businesses</li> </ul>	<b>2.2 Making marketing decisions</b> <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>	<b>2.4 Making financial decisions</b> <ul style="list-style-type: none"> <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>	<b>2.3 Making operational decisions</b> <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> <li>- Analyse the importance of relationships with suppliers</li> <li>- Evaluate the impact of stock and procurement decisions on the businesses objectives</li> </ul>	<b>Revision for exams</b> <ul style="list-style-type: none"> <li>- <b>Exam technique</b></li> <li>- <b>Theme 1 content</b></li> <li>- <b>Theme 2 content</b></li> </ul>
<b>2.4 Making financial decisions</b> <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>- Theme 1 Revision and exam technique in preparation for trials</li> </ul>	<b>Theme 1 Revision and exam technique in preparation for trials</b>	<b>2.5 Making human resource decisions</b> <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> </ul>	<b>Revision for exams</b> <ul style="list-style-type: none"> <li>- <b>Exam technique</b></li> <li>- <b>Theme 1 content</b></li> <li>- <b>Theme 2 content</b></li> </ul>	<b>Study leave for exams</b>



# Curriculum Map

		<ul style="list-style-type: none"> <li>- 2.5.4 motivation: the importance of motivation in the workplace</li> <li>2.5.4 motivation: how businesses motivate employees</li> </ul>		
<b>Skills - Procedural Knowledge – ‘Know How’</b>				
<b>Autumn</b>		<b>Spring</b>		<b>Summer</b>
<b>Teacher 1</b>	<b>Teacher 2</b>	<b>Teacher 1</b>	<b>Teacher 2</b>	
<b>2.1 Growing the Business</b> <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> <b>2.4 Making financial decisions</b> <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> </ul>	<b>2.2 Making marketing decisions</b> <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>	<b>2.4 Making financial decisions</b> <ul style="list-style-type: none"> <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> <b>2.5 Making human resource decisions</b> <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> </ul>	<b>2.3 Making operational decisions</b> <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 quality through quality control systems</li> <li>- Identify the sales process</li> <li>- Explain the importance of good customer service</li> <li>- Explain how businesses manage stock using stock graphs and Just in Time stock control</li> <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> <li>-</li> </ul>	<b>Revision focus:</b> <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>



# Curriculum Map

-		<ul style="list-style-type: none"> <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>		
---	--	---	--	--

## 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

## Key Questions

Autumn		Spring		Summer
Teacher 1	Teacher 2	Teacher 1	Teacher 2	
<b>2.1 Growing the Business</b> <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> </ul>	<b>2. .2 Making marketing decisions</b> <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>	<b>2.4 Making financial decisions</b> <ul style="list-style-type: none"> <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> </ul> <b>2.5 Making human resource decisions</b> <ul style="list-style-type: none"> <li>- What are the differences between a hierarchical and flat organisational structure?</li> </ul>	<b>2.3 Making operational decisions</b> <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> <li>- How does a supplier effect operations for a business?</li> </ul>	



## Curriculum Map

<ul style="list-style-type: none"> <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>2.4 Making financial decisions</b></p> <ul style="list-style-type: none"> <li>- What is the difference between gross profit and net profit?</li> <li>-</li> </ul>	-	<ul style="list-style-type: none"> <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> <li>- What can a business do to motivate staff?</li> </ul>	<ul style="list-style-type: none"> <li>- What is the best way to manage quality?</li> <li>- What makes good customer service?</li> <li>-</li> </ul>	
<ul style="list-style-type: none"> <li>- 2.1 Growing the Business</li> <li>-</li> <li>- Year 11 Trial exams 1</li> </ul>	<ul style="list-style-type: none"> <li>- 2.2 Making marketing decisions</li> <li>- Year 11 Trial exams 1</li> </ul>	<ul style="list-style-type: none"> <li>- 2.4 Making financial decisions</li> <li>- 2.5 Making human resource decisions</li> </ul>	<ul style="list-style-type: none"> <li>- 2.3 Making operational 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>
<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>				