



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 5th lesson will be used to support the delivery of this content; practice exam skills; and revise)

Subject: GCSE Business

Year group: 11

Content -	Autumn		Spring		Summer
	Teacher 1/HT 1	Teacher 2/HT2	Teacher 1/HT1	Teacher 2/HT2	
Declarative Knowledge – ‘Know What’	2.1 Growing the Business - 2.1.1 and 2.1.2 Covered in the summer term of Y10 - 2.1.3 Business and Globalisation: The impact of globalisation on businesses: imports, exports, location - 2.1.3 Business and Globalisation: Barriers to international trade - 2.1.3 Business and Globalisation: How businesses compete internationally - 2.1.4 Ethics, the environment and business: The impact of ethical and environmental considerations on businesses Theme 1 Revision and exam technique in preparation for trials - Theme 1 Revision and exam technique in preparation for trials	2.2 Making marketing decisions - 2.2.1 Product: design mix - 2.2.1 Product: product life cycle - 2.2.1 Product: the importance of differentiating a product - 2.2.2 Price: pricing strategies and influences on pricing strategies - 2.2.3 Promotions: appropriate promotion strategies - 2.2.3 Promotions: The use of technology in promotion - 2.2.4 Place: methods of distribution - 2.2.5 Using the marketing mix to make business decisions: influence of each element of the mix, how to build a competitive advantage	2.3 Making operational decisions - Explain the purpose of business - Explain how different production processes affect business costs - Explain how technology impacts business costs, productivity and flexibility - Explain how businesses manage stock using stock graphs and Just in Time stock control - Analyse the importance of relationships with suppliers - Evaluate the impact of stock and procurement decisions on the businesses objectives	2.4 Making financial decisions - 2.4.1 Business calculations: the concept and calculation of gross profit and net profit - 2.4.1 Business calculations: the concept and calculation of gross profit margin, net profit margin, and average rate of return Revision for exams - Exam technique - Theme 1 content - Theme 2 content	Revision for exams - Exam technique - Theme 1 content - Theme 2 content Study leave for exams



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<p>Skills - Procedural Knowledge – ‘Know How’</p>	<p>2.1 Growing the Business</p> <ul style="list-style-type: none"> - Identify the difference between internal and external growth - Analyse the benefits and drawbacks of different methods of growth - Identify the causes of changes in aims and objectives - Analyse and evaluate the impact of globalisation - Analyse the impact of tariffs and trade blocs - Analyse the use of internet and marketing mix to compete internationally - Analyse and evaluate how ethics, the environment and pressure groups influence business decisions 	<p>2.2 Making marketing decisions</p> <ul style="list-style-type: none"> - Explain how a business designs products - Explain the life cycle of a product - Explain how a business extends the life of a product - Explain how businesses differentiate products - Explain how a business determines pricing strategies - Analyse the influences on pricing strategy - Explain how a business determines what promotion to use - Explain how technology has changed promotion - Identify the different methods of distribution 	<p>2.3 Making operational decisions</p> <ul style="list-style-type: none"> - Different production processes affect business costs - Impact of technology on business costs, productivity and flexibility - How businesses manage quality through quality control systems - Identify the sales process - Importance of good customer service - Explain how businesses manage stock using stock graphs and Just in Time stock control - Analyse the importance of relationships with suppliers - Evaluate the impact of stock and procurement decisions on the businesses objectives 	<p>2.4 Making financial decisions</p> <ul style="list-style-type: none"> - Calculate gross profit, net profit, gross profit margin, net profit margin, average rate of return - Analyse the financial performance of the business - How to calculate cash flow and interpret cash flow diagrams - How to interpret financial data - Interpret financial graphs and charts, financial data, marketing data, and market data - Analyse quantitative business data to make business decisions 	<p>Revision focus:</p> <ul style="list-style-type: none"> - 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. <p>How to interpret data from a case study to pick out relevant information</p>
<p>Exam focus across all units:</p> <ul style="list-style-type: none"> - 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 					



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<p>Key Questions</p>	<p>2.1 Growing the Business</p> <ul style="list-style-type: none"> - Why do firms grow? - What source of finance should a business use to grow? - What are the benefits and drawbacks of being a public limited company? - Why do objectives for a business change? - How has globalisation changed business? - How do barriers to trade impact business? - What must a business do to be able to compete internationally? - How do ethics and environmental concerns impact business? - Should a business choose to be ethical at the expense of profit? 	<p>2. .2 Making marketing decisions</p> <ul style="list-style-type: none"> - What makes a good product? - What determines the price for a product? - What is the most appropriate promotional activity for a business? - How do the components of the marketing mix interlink? - What makes an effective marketing strategy? 	<p>2.3 Making Operational Decisions</p> <ul style="list-style-type: none"> - What are the benefits and problems of different production techniques? - Why is quality important? - What is the sales process? - Why is customer service important? - How does technology affect Production? 	<p>2.4 Making financial decisions</p> <ul style="list-style-type: none"> - What is the difference between gross profit and net profit? - What are the different ways we can compare financial data? - What are the indicators of a good financial performance? 	
<p>Assessment</p>	<p>2.1 Assessment</p>	<p>- 2.2 Making marketing decisions Year 11 Trial exams</p>	<p>2.3 assessment - operational decisions</p>	<p>2.4 Making financial decisions 2nd set of trial exams</p>	

- **Literacy:** building business arguments using economic terminology, developing analytical and evaluative paragraphs using business terminology
- **Numeracy:** Interpreting numerical data in decision making
- **Character:** 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
- **SMSC:** 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.