

Group Year 11 GCSE Business. Theme 2 Building a Business Curriculum Map

Time period	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topics/sub-topics	2.1 Growing the Business	2.2 Making marketing decisions	2.3 Making operational decisions	2.4 Making financial decisions	2.5 Making human resource decisions	Examinations
Purpose	Students further their knowledge of business aims and objectives learned in 1.3.1 by considering how these change over time and with changing external factors such as competition. Complex factors such as globalisation are introduced to widen the application of several business ideas to international markets.	The marketing knowledge gained in 1.4.3 is expanded upon by investigating each of the elements of the marketing mix in greater detail. In particular, students will investigate how different changes to the marketing mix can affect other elements.	The material here builds on learning in 1.3. Operational processes involved in holding stocks, or not, are investigated and different systems evaluated. The notion of 'quality' and how to control for this in whole organisations is studied.	Further work on 1.3 is carried out with students investigating more complex calculations such as gross and net profit ratios. Investment appraisal is also introduced via the Average Rate of Return.	Students investigate and evaluate different corporate structures and evaluate this in terms of how it promotes business success. The Human Resources function is also studied, including an analysis and evaluation of different ways of motivating workers.	Preparation for the end of year final assessments.

Crucial Learning Content	a) Why might a business want to grow? b) What is the difference between internal and external growth? c) What are the potential problems of growing?	a) What is the design mix? b) How could a business extend the life of their products in the product life cycle? c) Why is it important to differentiate goods and services?	a) What are the different types of production? b) What impact does technology have on production? c) Why might a business use a just in time method of stock control?	a) What is business finance? b) What are the formulas for net profit margin and gross profit margin? c) How could a business improve their profit margins? d) What is the average rate of	a) What organisational structure is best for a business? b) Why is it important to have effective communication channels? c) What is meant by the term recruitment?	Revise all key terms and concepts ahead of the end of year exam.

	<p>d) Why might a business change their aims and objectives?</p> <p>e) How has globalisation affected businesses?</p> <p>f) How could a business be ethical?</p> <p>g) Why might businesses not concentrate on their environmental impact?</p>	<p>d) What pricing strategies might a business use?</p> <p>e) What methods of promotion might a business use?</p> <p>f) What are the different methods of distribution?</p> <p>g) How do all the elements in the marketing mix work together?</p>	<p>d) What is the role of the buffer stock chart?</p> <p>e) How could a business manage their quality?</p> <p>f) What are the key elements in the sales process?</p>	<p>return and how is it useful?</p>	<p>d) What are the key steps taken in the recruitment process?</p> <p>e) What documents are needed in the recruitment process?</p> <p>f) Why is it important to train employees?</p> <p>g) What is motivation?</p> <p>h) How can the motivation of workers be increased?</p>	
Sequence	<p>Prior Learning GCSE theme 1 – ethics and morals related to businesses</p>	<p>Prior Learning GCSE theme 1 – methods of market research and understanding the</p>	<p>Prior Learning Understanding of why it is important to</p>	<p>Prior Learning GCSE theme 1.3 – understanding of profit</p>	<p>Prior Learning GCSE theme 1 – understanding what motivation is and what</p>	
Skills Acquired						
End Point	<p>To develop both a theoretical and practical understanding of business growth, domestically and internationally. To</p>	<p>To be able to analyse and apply the different elements of the marketing mix to of build a competitive advantage. To understand that the</p>	<p>To understand the processes involved in each operational stage (stocks, quality etc) and how the effectiveness of</p>	<p>To further develop understanding of how the firm’s success can be monitored and measured using a</p>	<p>To understand the processes involved in each of the elements of the human resource function. To understand that appropriate</p>	

	understand how ethical, as opposed to legislative factors affect business behaviour.	elements of the marketing mix can affect each other.	each stage affects the overall success of the whole firm, e.g. competitive costing and pricing, effective customer service etc.	range of financial data and ratios	organisational structure, recruitment, training and staff motivation are crucial elements of business success.	
Assessment	Regular low stakes tests used as starters to each lesson, CAT assessments based on exam material that has been used and marked using regulated mark schemes, GCSE Pod and showbie independent resources available to students to work independently, homeworks based on exam questions set every two weeks and marked by teachers. Mock exams based on past papers with revision beforehand centred around mastering key exam skills..					
KS4 Behaviour for Excellence	In KS4 business, you develop a deeper understanding of how businesses function, looking from a small business and large business perspective. You do this through comparing, analysing and evaluating different strategies that businesses use to achieve their aims and objectives. You will understand the reasons behind certain actions that a business takes, and be able to have the confidence to make a judgement on the effectiveness of that strategy, and potentially suggest alternative approaches. You are able to develop your confidence and ability to grapple with complex business case studies and material, identifying and defining key subject specific terminology. You are able to work with all students in the class and motivate and help each other to achieve predicted grades. You regularly work towards deadlines, knowing how to manage time effectively to reach intended, positive outcomes. You conduct your own learning outside of the classroom to stretch and develop your understanding further. You are able to offer feedback to give all students opportunities to improve their work and grow as business practitioners. You also learn how to receive the constructive feedback and apply this to better your own work.					