

Curriculum Map: Year 11 Business

	Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6
Topic	Topic 2.1 Growing the business	Topic 2.2 Making marketing decisions	Topic 2.3 Making operational decisions	Topic 2.4 Making financial decisions	Topic 2.5 Making human resource decisions	Theme 1 and Theme 2 mock exams and exam preparation
Intent	Students are introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.	Students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.	This topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.	Students will explore the tools a business has to support financial decision making, including ratio analysis and the use and limitation of a range of financial information.	Growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity. These aspects are considered in this final topic.	Students must draw on their knowledge and understanding of Theme 2 topics to apply a range of quantitative skills relevant to business contexts. This includes calculations and the interpretation, use and limitation of quantitative and qualitative data in business contexts to support, inform and justify business decisions.
Key Knowledge	Business growth Changes in business aims and objectives Business and Globalisation Ethics, the environment, and business	Product Price Promotion Place Using the marketing mix to make business decisions	Business operations Working with suppliers Managing quality The sales process	Business calculations Understanding business performance	Organisational structures Effective recruitment Effective training and development Motivation	Exam strategy Theme 1 and Theme 2 exam preparation and exam
Key Skills	Oracy, Communication, Problem solving	Oracy, Communication, Problem solving	Oracy, Communication, Problem solving	Oracy, Communication, Problem solving, numeracy	Oracy, Communication, Problem solving	Oracy, Communication, Problem solving
Key Vocabulary	Organic growth, external growth, merger, takeover, share capital, globalisation, imports, exports, ethics	Design mix, product lifecycle, branding, pricing strategies, marketing mix, retailer, wholesaler	Job production, batch production, economies of scale, logistics, procurement, quality marks	Gross profit, net profit, profit margins, ARR, Breakeven output, revenue, fixed and variable costs	Chain of command, span of control, flat / tall structures, centralised / decentralised organisations	Retrieval of all areas, working on entry cards and knowledge blocks
Key Reading	BBC News GCSE revision guide	BBC News GCSE revision guide	BBC News GCSE revision guide	BBC News GCSE revision guide	BBC News GCSE revision guide	BBC News GCSE revision guide
End Point	Competent in answering MPQ, 2, 3, 6, 9 & 12 mark questions and complete topic assessment	Competent in answering MPQ, 2, 3, 6, 9 & 12 mark questions and complete topic assessment	Competent in answering MPQ, 2, 3, 6, 9 & 12 mark questions and complete topic assessment	Competent in answering MPQ, 2, 3, 6, 9 & 12 mark questions and complete topic assessment	Competent in answering MPQ, 2, 3, 6, 9 & 12 mark questions and complete topic assessment	Competent in answering MPQ, 2, 3, 6, 9 & 12 mark questions and complete topic assessment
Form of Assessment	Topic 2.1 Assessment	Topic 2.2 Assessment	Topic 2.3 Assessment	Topic 2.4 Assessment	Topic 2.5 Assessment	Theme 1 and Theme 2 mock exam

Enrichment Opportunities	Winners of the eco enterprise project will get to implement their business idea into improving the school environment in year 11
Leadership Opportunities	