

St Mary's CE High School Curriculum Map 2023-24

Business GCSE Year 11



Intent:

Give students the opportunity to explore real business issues and how businesses work.

Provide students with the knowledge, understanding and skills necessary to prepare them for employment or higher education

gives learners the opportunity to gain a broad understanding and knowledge of a vocational sector

Support progression into a more specialised level 3 vocational or academic course, apprenticeship and work

	Autumn 1a	Autumn 1b	Spring 2a	Spring 2b	Summer 3a	Summer 3b
	<u>Theme 2</u> Topic 2.1 Growing the business	Topic 2.2 Making marketing decisions	2.3 Making product decisions	2.4 Making financial decisions & 2.5 Making people decisions	2.5 Making people decisions	Exams
CONTENT	2.1.1 Business growth 2.1.2 Changes in business aims and objectives 2.1.2 Changes in business aims and objectives 2.1.4 Ethics, the environment and business	Topic 2.2 Making marketing decisions 2.2.2 Price 2.2.3 Promotion 2.2.4 Place 2.2.5 Using the marketing mix to make business decisions	2.3.1 Business operations 2.3.2 Working with suppliers 2.3.3 Managing quality 2.3.4 The sales process	2.4.1 Business calculations 2.4.2 Understanding business performance 2.5.1 Organisational structures	2.5.2 Effective recruitment 2.5.3 Effective training and development 2.5.4 Motivation	How to address exam questions Past papers Mocks
Skills	Decision making, investigating and research, critical thinking, and literacy	Decision making, Data analysis, investigating and research, numeracy, critical thinking, and literacy	Data analysis, decision making, investigating and research, critical thinking, and literacy	Decision making, investigating, numeracy, critical thinking, and literacy	Data analysis, creativity, decision making, investigating and research, critical thinking, literacy and numeracy	

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Key Questions	<ul style="list-style-type: none"> ▪ What methods do businesses use for growth? ▪ Why does a plc allow for growth? ▪ What sources of finance are available for growing and established businesses? ▪ Why do business aims and objectives change as a business evolves? ▪ What impact does globalisation have on businesses? ▪ How do ethical and environmental considerations impact businesses? 	<ul style="list-style-type: none"> ▪ Why is it important for businesses to differentiate their products? ▪ What influences a business's choice of pricing strategies? ▪ How do we choose appropriate methods of promotion? ▪ How does choice of distribution product success? ▪ How can an integrated marketing mix influence competitive advantage? 	<ul style="list-style-type: none"> ▪ How do operation decisions impact business growth? ▪ Why are relationships with suppliers important? ▪ How can quality be managed in a business? ▪ How important is customer service to the sales process? ▪ 	<ul style="list-style-type: none"> ▪ How will profit margins influence business decisions? ▪ How can the use of quantitative support, inform and justify business decisions? ▪ What would be an appropriate organisational structure? ▪ Why is communication important in organisations? ▪ What are the different ways of working? 	<ul style="list-style-type: none"> ▪ How do businesses recruit people? ▪ How can employees be trained and developed? ▪ Why is it important for employees to be motivated in the workplace? ▪ How can staff be motivated effectively in the workplace? 	
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Assessment	Multiple choice and short written response question. Assessment of topic 2.1	Multiple choice and short written response question. Assessment of topic 2.2 PPE2	Multiple choice and short written response question. Assessment of topic 2.3	Multiple choice and short written response question. Assessment of topic 2.4	Multiple choice and short written response question. Assessment of topic 2.5 Assessment of Theme 2	
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