

Curriculum Map: Year 11 Business

	Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6
Topic	Growing a business	Making Marketing decisions	Making operational decisions	Making financial decisions	Making Human resource decisions	EXAM PREPERATION
Intent	<p>Learn about a diverse range of businesses and how they grow</p> <p>Install kindness and courtesy by developing their ethical and environmental awareness through exploring international trade to enable them to make wise decisions as a consumer</p>	<p>Learn about brand positioning and what influences the marketing mix</p> <p>Promote inclusion and diversity by using a range of role models and case studies in our topics, materials, and resources to help prepare students for the real world.</p>	<p>Learn how different businesses use different production methods</p> <p>Develop diverse ambitious enterprising individuals with the ability to think commercially and creatively, to be resilient and solve problems</p>	<p>Provide opportunities for students to extend their vocabulary and use of standard English language, and for them to apply their mathematical knowledge in different contexts</p>	<p>Learn about how businesses are structured and the different ways of working to be inclusive and cost effective</p> <p>Create opportunities for students to learn practical and transferable employability skills and knowledge</p>	<p>Ensure students receive an ambitious curriculum and learn both academically and through practical application which inspire students to enter the world of business</p>
Key Knowledge	<p>Learn about the methods of growth and their impact and how this effects objectives and finance.</p> <p>Learn about the impact of globalisation on businesses and trade blocks.</p> <p>Learn about ethical considerations businesses</p>	<p>Learn about the design mix as part of the product element to different a product/ service.</p> <p>Learn about the influences on pricing strategies. Learn about appropriate promotion strategies for different market segments: advertising, sponsorship, product trials, special offers, branding and methods of distribution</p>	<p>Learn about business operations and different production methods and managing stock.</p> <p>Learn about the role of procurement and relationships with suppliers.</p> <p>Learn about the sales process and the importance of customer service</p>	<p>Learn about the concept of Gross & Net profit margins and average rate of return</p> <p>To understand business performance ratios and how to interpret them as well and analyse the limitations</p>	<p>Learn about different organisation structures and communication methods within a business and the limitations and benefits of these.</p> <p>Learn about the different way of working</p> <p>Learn about different roles and responsibilities and the importance of training, developing & motivation employees</p>	
Key Skills	<p>Writing, Application, Contextualise, debate, explain, describe, analyse, justify, decision making, evaluation, investigation, reasoning</p>	<p>Writing, Application, Contextualise, debate, explain, describe, analyse, justify, decision making, evaluation, investigation, reasoning</p>	<p>Writing, Application, Contextualise, debate, explain, describe, analyse, justify, decision making, evaluation, investigation, reasoning, interpret bar gate stock graphs</p>	<p>Writing, Application, Contextualise, , analyse, justify, decision making, evaluation, investigation, quantitative, calculations, interpretation, manipulation</p>	<p>Writing, Application, Contextualise, debate, explain, describe, analyse, justify, decision making, evaluation, investigation, reasoning</p>	

Key Vocabulary	Organic, inorganic, takeover, merger, globalisation, corruption, fair trade, ethics, pressure groups, tariffs, trade block, quotas	Brand loyalty, Penetration pricing, skimming, cost plus, wholesaler, distribution, aesthetics, features competitive, public relations, viral advertising	Procurement, JIT, JIC, Batch production, Job production, flow production, operations	Gross Profit, Net profit, average rate of return, profit margins	Hierarchical, chain of command, subordinates, delegation, centralised, decentralised, contracts, freelance, recruitment, directors, supervisors, managers, operational staff, CV, person specification, job description, performance reviews, remuneration, commission, autonomy	
Key Reading	Business case studies Learn Sheets	Business case studies Learn Sheets	Business case studies Learn Sheets	Business case studies Learn Sheets	Business case studies Learn Sheets	Revision guide Learn Sheets
End Point	Able to justify which method of growth is suitable and how businesses compete internationally. Able to evaluate the impact of globalisation on businesses and the environment. Able to analyse the impact of pressure groups on business activity	Able to evaluate how each element of the marketing mix can influence other elements and gain a competitive advantage	Able to evaluate the role that technology has on production. Able to analyse the impacts of logistical decisions and supply & demand.	The use and interpretation of quantitative business data to support, inform and justify business decisions:	Able to evaluate the importance of motivation and the impact on business performance. Able to justify different methods of remuneration to attract and retain employees based on different business activities.	Develop practical experience in business planning and pitching Demonstrate knowledge and understanding of business concepts and issues Apply knowledge and understanding of business concepts and issues to a variety of contexts
Form of Assessment	End Of topic Test	End Of topic Test 2 x Mocks both papers	End Of topic Test	End Of topic Test 2 x Full Mock Paper	End Of topic Test	Summer Exam
Enrichment opportunities	Grade booster session. Guest speakers (recruitment, operations)					
Leadership opportunities	Independent project work, presentation writing and delivery to audience, debate and discussion activities, teamwork					