

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	Learn about a diverse range of businesses and how they grow 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	Learn about brand positioning and what influences the marketing mix 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.	Learn how different businesses use different production methods Develop diverse ambitious enterprising individuals with the ability to think commercially and creatively, to be resilient and solve problems	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 Learn about how businesses are structured and the different ways of working to be inclusive and cost effective Create opportunities for students to learn practical and transferable employability skills and knowledge	Ensure students receive an ambitious curriculum and learn both academically and through practical application which inspire students to enter the world of business	
Lesson Intentions	Lesson 1: To understand the difference between organic & Inorganic growth Lesson 2: Understand the difference types of finance for growing businesses Lesson 3: To explain why aims & objectives change Lesson 4: To understand globalisation & international trade Lesson 5: to understand how trade	Lesson 1: To explore the product element of the marketing mix and explain the design mix Lesson 2: To explain the stages of the product life cycle Lesson 3: To identify how a business can differentiate its products and services Lesson 4: To Explain the channels of distribution Lesson 5: To explain the different pricing strategies that businesses use	Lesson 1: To explain the advantages and disadvantages of job production Lesson 2: To explain the advantages and disadvantages of batch & flow production Lesson 3: To explain the impact technology has on production Lesson 4: To explain the JIC stock management control method Lesson 5: To explain the JIT stock management control method	Lesson 1: To understand the difference between gross & net profit Lesson 2: To calculate gross and net profit margins Lesson 3: To understand and calculate average rate of return Lesson 4: To be able to describe different organisational structures Lesson 5: To be able to describe the different job roles within a business Lesson 6: To understand the different methods of		

	blocks and economic factors impact international trade Lesson 6: To discuss the impact of ethical and environmental considerations on businesses Lesson 7: To explain the environmental impact that businesses have	Lesson 6: To explain the elements of the marketing mix	Lesson 6: To calculate productivity and methods to improve productivity Lesson 7: To understand why logistics and procurement are important to a business Lesson 8: To understand the importance of managing quality Lesson 9: To explain the elements of the sales process	communication a business uses Lesson 7: To understand the different ways of working including employment contracts Lesson 8: To explain the advantages and disadvantages of remote working Lesson 9: To understand the recruitment & Selection process Lesson 10: Learn about the different types of training Lesson 11: Understand the different ways a business will motivate their employees		
Key Knowledge	Learn about the methods of growth and their impact and how this effects objectives and finance. Learn about the impact of globalisation on businesses and trade blocks. Learn about ethical considerations businesses	Learn about the design mix as part of the product element to different a product/ service. 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	Learn about business operations and different production methods and managing stock. Learn about the role of procurement and relationships with suppliers. Learn about the sales process and the importance of customer service	Learn about the concept of Gross & Net profit margins and average rate of return To understand business performance ratios and how to interpret them as well and analyse the limitations Learn about different organisation structures and communication methods within a business and the limitations and benefits of these. Learn about the different way of working Learn about different roles and responsibilities and the importance of training, developing & motivation employees		

Key Skills	Writing, Application, Contextualise, debate, explain, describe, analyse, justify, decision making, evaluation, investigation, reasoning	Writing, Application, Contextualise, debate, explain, describe, analyse, justify, decision making, evaluation, investigation, reasoning	Writing, Application, Contextualise, debate, explain, describe, analyse, justify, decision making, evaluation, investigation, reasoning, interpret bar chart, stock graphs	Writing, Application, Contextualise, , analyse, justify, decision making, evaluation, investigation, quantitative, calculations, interpretation, manipulation Writing, Application, Contextualise, debate, explain, describe, analyse, justify, decision making, evaluation, investigation, reasoning		
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	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 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.	Develop practical experience in business planning and pitching Demonstrate knowledge and understanding of business concepts and issues Apply knowledge and understanding of business	

	Able to analyse the impact of pressure groups on business activity			Able to justify different methods of remuneration to attract and retain employees based on different business activities.	concepts and issues to a variety of contexts	
Links to British Values	Respect: Look at ethical considerations such as animal testing, child labour, third world exploitation, corruption, product availability and sustainability Individual liberty: Pressure group activity and how this impacts businesses and encourages change at local and government level - look at vegan movement, stop the oil, BLM campaign	Tolerance: Globalisation – how coca cola and McDonalds changed its strategies to be more inclusive globally When learning about target markets and promotion, students explore how businesses tailor messages to different cultural or religious groups. Encourages awareness of diversity and inclusive marketing. Example: Understanding how to market a product appropriately during Ramadan or Christmas shows sensitivity to different beliefs and values.		Rule of law: Recruitment & Selection process linked to the equality Act. How protected characteristics are protected by law and employment		
Links to Careers		Look at the different roles within marketing such as website developer, social media manager, content creator, brand manager etc	Discuss roles & responsibilities and how the logistics department and procurement department work together	Learn about the recruitment & selection process. Share examples of person specifications and job descriptions. Look at CV's and application forms and how these differ depending on the role, Discussion of jobs and careers that can be done remotely (from home)		

				Look at the different levels of hierarchy and job roles within business (HR, Finance, CEO, supervisors etc)		
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	Summer Exams	
Enrichment opportunities	Grade booster session. Guests speakers (recruitment, operations)					
Leadership opportunities	Independent project work, presentation writing and delivery to audience, debate and discussion activities, teamwork					