

**Computing, IT, Business and Economics Faculty**  
**Curriculum Map for Business KS4 (11)**

**Year 11**

<b>Statement of Intent</b>	<p><i>Theme 2; students will be introduced to national and global business contexts and will develop an understanding of how these contexts impact business behaviour and decisions.</i></p> <p><i>National contexts build on those in Theme 1 and relate to businesses operating in more than one location or across the UK. Global contexts relate to non-UK or transnational businesses.</i></p> <p><i>Students must develop an understanding of the interdependent nature of business activity through interactions between business operations, finance, marketing and human resources, as well as the relationship between the business and the environment in which it operates.</i></p> <p><i>Students must understand how these functional areas influence business activity and how interdependencies and relationships between them underpin business decisions. Teaching approaches to the content must reflect this.</i></p>
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<b>Term 1</b>	<p><b>Topic: Making marketing decisions</b></p> <p>Students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.</p> <p>What's included:</p> <ul style="list-style-type: none"> <li>• Design Mix (function, aesthetics, and cost.)</li> <li>• Product life cycle (Phases, extension strategies)</li> <li>• Price (Pricing strategy, influences)</li> <li>• Promotion (Promotion strategies, use of technology)</li> <li>• Place (Methods of distribution)</li> <li>• Combination of the marketing mix elements</li> <li>• Gaining a competitive advantage from the market mix</li> </ul> <p><b>Homework:</b></p> <ol style="list-style-type: none"> <li>1. Case study exam style question, Students have to answer questions 4 and 5 in relation to the case study this is to get them used to the exam style questions, it also helps us to gage where the students are in terms of exam technique.</li> <li>2. Homework related to product life cycle, there is a text with four questions the student have to answer, this more of a knowledge based homework and less so focused on exam technique.</li> <li>3. Building the business worksheet, Answer the questions on the sheet provided on itslearning.</li> </ol>
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	<p><b>Assessment</b> Theme 1 PPE week. A second lesson is needed to go through, review the test paper, and allow the students to go through their WWW, HTI and MACs.</p>
<p><b>Term 2</b></p>	<p><b>Topic: Making operational decisions</b> This topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes. What's included:</p> <ul style="list-style-type: none"> <li>• Purpose of business Operations (produce good, provide service)</li> <li>• Production processes (Different types: job, batch and flow)</li> <li>• Impact of different production processes (productivity up, costs down, competitive prices)</li> <li>• Impact of technological production (Balancing cost, productivity, quality and flexibility)</li> <li>• Managing stock (interpretation of bar gate stock graphs and use of Just In Time stock control)</li> <li>• Role of procurement (Relationships with suppliers, impact of logistics and supply decisions)</li> <li>• Concept of quality and its importance (Quality control and quality assurance, control costs and competitive advantage)</li> <li>• Sales process (Product knowledge, speed and efficiency of service, customer engagement, responses to customer feedback, post sales service)</li> <li>• Importance of customer service.</li> </ul> <p><b>Assessment</b> First lesson of the term is Unit 2.2 test. A second lesson is needed to go through, review the test paper, and allow the students to go through their WWW, HTI and MACs.</p> <p>Mock exam week in the last week of November, students undertake a full exam paper in exam conditions.</p> <p><b>Homework:</b></p> <ol style="list-style-type: none"> <li>1. Learning mat, going through everything they have learnt over the course of the module.</li> </ol>
<p><b>Term 3</b></p>	<p><b>Topic: Making financial decisions</b> 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. What's Included:</p> <ul style="list-style-type: none"> <li>• Concepts and calculations (Gross profit and Net Profit)</li> <li>• Interpretations of (gross profit margin, net profit margin and average rate of return)</li> <li>• How does interpretation of quantitative data effect business decisions (Graphs and charts, financial data, marketing data, market data)</li> </ul>

	<ul style="list-style-type: none"> <li>• Limitations of financial decisions, (Understanding business performance and making business decisions)</li> </ul> <p><b>Assessment</b> First lesson of the term is Unit 2.3 test. A second lesson is needed to go through, review the test paper, and allow the students to go through their WWW, HTI and MACs.</p> <p><b>Homework:</b></p> <ol style="list-style-type: none"> <li>1. Students have to complete the exam questions for homework, the questions are based on the role on an entrepreneur and the impact of small businesses having lower interest rates.</li> <li>2. Students have to complete the exam questions for homework, the questions are based on a Looking into greater depth businesses operating as a franchise along with this there is an assessment of a break-even graph.</li> </ol>
<p><b>Term 4</b></p>	<p><b>Topic: Making human resource decisions</b> 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.</p> <p>What's included:</p> <ul style="list-style-type: none"> <li>• Organisational structures (Hierarchical and flat, centralised and decentralised)</li> <li>• Importance of effective communication (Insufficient and excessive communication, motivation)</li> <li>• Barriers to effective communication</li> <li>• Working contracts (Part-time, full-time, flexible hours, permanent, temporary, freelance)</li> <li>• Impact of technology on ways of working.</li> <li>• Job roles and Responsibilities (Directors, Senior managers, Team leaders, Operational and support staff)</li> <li>• Recruitment (Person specification and job description, application form and CVs)</li> <li>• Methods of recruitment (Internal, External)</li> <li>• Training employees (Methods, motivation, retention, keeping up to date with technological training)</li> <li>• Motivated workforce (attracting and retaining employees)</li> <li>• How do businesses motivate employees (financial rewards, non-financial rewards)</li> </ul> <p><b>Assessment</b> First lesson of the term is Unit 2.4 test. A second lesson is needed to go through, review the test paper, and allow the students to go through their WWW, HTI and MACs.</p> <p><b>Homework:</b></p> <ol style="list-style-type: none"> <li>1. Students have to complete the exam questions for homework, the questions are based on the theme and taken from previous exam papers.</li> </ol>

<p><b>Term 5</b></p>	<p><b>Topic: Revision for Theme 1 and Theme 2 Exams</b>  Looking back over the content of the course, this is going to aid the students learning.  What's included:</p> <ul style="list-style-type: none"> <li>• Revision tasks</li> <li>• Learning mat reviews</li> <li>• Mock exams</li> <li>• Walking talking mock exam</li> <li>• Review of formulas needed for the exams</li> <li>• Key term revision</li> </ul> <p><b>Assessment</b>  First lesson of the term is Unit 2.5 test. A second lesson is needed to go through, review the test paper, and allow the students to go through their WWW, HTI and MACs.</p>
<p><b>Term 6</b></p>	<p><b>Students not at school after GCSE Exam completion.</b></p>