

Curriculum Content Map												Subject: Business Year 11																																																																																																																									
		Term 1												Term 2												Term 3																																																																																																											
		September				October				November				December				January				February				March				April				May				June				July																																																																																											
		Topic 2.1												Topic 2.2												Topic 2.3												Topic 2.4												Topic 2.5																																																																																			
		Growing the business – 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.												Making marketing decisions – students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.												Making operational decisions – this topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.												Making operational decisions – this topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.												Making human resource decisions – 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																																																																																			
Units of Work																																																																																																																																					
Specification Area																																																																																																																																					
Substantive Knowledge		<p>The What!</p> <p>Business growth Methods of business growth and their impact:</p> <ul style="list-style-type: none"> internal (organic) growth: new products (innovation, research and development), new markets (through changing the marketing mix or taking advantage of technology and/or expanding overseas) external (inorganic) growth: merger, takeover <p>The types of business ownership for growing businesses:</p> <ul style="list-style-type: none"> public limited company (plc) <p>Sources of finance for growing and established businesses:</p> <ul style="list-style-type: none"> internal sources: retained profit, selling assets external sources: loan capital, share capital, including stock market flotation (public limited companies). <p>Changes in business aims and objectives Why business aims and objectives change as businesses evolve:</p> <ul style="list-style-type: none"> in response to: market conditions, technology, performance, legislation, internal reasons. <p>How business aims and objectives change as businesses evolve:</p> <ul style="list-style-type: none"> focus on survival or growth, entering or exiting markets, growing or reducing the workforce, increasing or decreasing product range. <p>Business and globalisation The impact of globalisation on businesses:</p> <ul style="list-style-type: none"> imports: competition from overseas, buying from overseas, exports: selling to overseas markets, changing business locations, multinationals. <p>Barriers to international trade:</p> <ul style="list-style-type: none"> tariffs, trade blocs. <p>How businesses compete internationally:</p> <ul style="list-style-type: none"> the use of the internet and e-commerce changing the marketing mix to compete internationally. <p>The impact of ethical and environmental considerations on businesses:</p> <ul style="list-style-type: none"> how ethical considerations influence business activity: possible trade-offs between ethics and profit how environmental considerations influence business activity: possible trade-offs between the environment, sustainability and profit the potential impact of pressure group activity on the marketing mix. 												<p>Product The design mix:</p> <ul style="list-style-type: none"> function, aesthetics, cost. <p>The product life cycle:</p> <ul style="list-style-type: none"> the phases of the product life cycle extension strategies. <p>The importance to a business of differentiating a product/ service.</p> <p>Price</p> <ul style="list-style-type: none"> pricing strategies influences on pricing strategies: technology, competition, market segments, product life cycle. <p>Promotion:</p> <ul style="list-style-type: none"> appropriate promotion strategies for different market segments: advertising, sponsorship, product trials, special offers, branding the use of technology in promotion: targeted advertising online, viral advertising via social media, e-newsletters. <p>Place:</p> <ul style="list-style-type: none"> methods of distribution: retailers and e-tailers (e-commerce). <p>Using the marketing mix to make business decisions</p> <p>How each element of the marketing mix can influence other elements.</p> <p>Using the marketing mix to build competitive advantage.</p> <p>How an integrated marketing mix can influence competitive advantage</p>												<p>Business operations The purpose of business operations:</p> <ul style="list-style-type: none"> to produce goods to provide services. Production processes: different types: job, batch, flow the impact of different types of production process: keeping productivity up and costs down and allowing for competitive prices. Impacts of technology on production: balancing cost, productivity, quality and flexibility. <p>Working with suppliers Managing stock:</p> <ul style="list-style-type: none"> interpretation of bar chart stock graphs the use of just in time (JIT) stock control. <p>The role of procurement:</p> <ul style="list-style-type: none"> relationships with suppliers: quality, delivery (cost, speed, reliability), availability, cost, trust the impact of logistics and supply decisions on: costs, reputation, customer satisfaction. <p>Managing quality</p> <p>The concept of quality and its importance in:</p> <ul style="list-style-type: none"> the production of goods and the provision of services: quality control and quality assurance allowing a business to control costs and gain a competitive advantage. <p>The sales process:</p> <ul style="list-style-type: none"> product knowledge, speed and efficiency of service, customer engagement, responses to customer feedback, post-sales service. <p>The importance to businesses of providing good customer service.</p>												<p>Business calculations</p> <p>The concept and calculation of:</p> <ul style="list-style-type: none"> gross profit net profit <p>Calculation and interpretation of:</p> <ul style="list-style-type: none"> gross profit margin net profit margin average rate of return. <p>Understanding business performance</p> <p>The use and interpretation of quantitative business data to support, inform and justify business decisions:</p> <ul style="list-style-type: none"> information from graphs and charts financial data marketing data market data. <p>The use and limitations of financial information in:</p> <ul style="list-style-type: none"> understanding business performance making business decisions.. 												<p>Organisational structures</p> <p>Different organisational structures and when each are appropriate:</p> <ul style="list-style-type: none"> hierarchical and flat centralised and decentralised. The importance of effective communication: the impact of insufficient or excessive communication on efficiency and motivation barriers to effective communication. <p>Different ways of working:</p> <ul style="list-style-type: none"> part-time, full-time and flexible hours permanent, temporary, and freelance contracts the impact of technology on ways of working: efficiency, remote working. <p>Effective recruitment Different job roles and responsibilities:</p> <ul style="list-style-type: none"> key job roles and their responsibilities: directors, senior managers, supervisors/team leaders, operational and support staff. How businesses recruit people: documents: person specification and job description, application form, CV recruitment methods used to meet different business needs (internal and external recruitment). <p>Effective training and development How businesses train and develop employees:</p> <ul style="list-style-type: none"> different ways of training and developing employees: formal and informal training, self-learning, ongoing training for all employees, use of target setting and performance reviews. Why businesses train and develop employees: the link between training, motivation and retention retraining to use new technology. <p>Motivation The importance of motivation in the workplace:</p> <ul style="list-style-type: none"> attracting employees, retaining employees, productivity. How businesses motivate employees: financial methods: remuneration, bonus, commission, promotion, fringe benefits non-financial methods: job rotation, job enrichment, autonomy. 																																																																																			
Disciplinary Knowledge		The How!												Application of theory into new business contexts												Application of theory into new business contexts												Application of theory into new business contexts												Application of theory into new business contexts																																																																																			
Sequencing (Flow)		Retrieval & Extension												Retrieval												Retrieval												Retrieval												Retrieval																																																																																			
Summative Assessment		3 & 6 mark short answer questions 9 mark essays 12 mark essays												3 & 6 mark short answer questions 9 mark essays 12 mark essays												3 & 6 mark short answer questions 9 mark essays 12 mark essays												3 & 6 mark short answer questions 9 mark essays 12 mark essays												3 & 6 mark short answer questions 9 mark essays 12 mark essays												3 & 6 mark short answer questions 9 mark essays 12 mark essays												3 & 6 mark short answer questions 9 mark essays 12 mark essays																																																											
Personal Empowerment		Friendliness & Civility												Justice & Truthfulness												Courage												Generosity												Gratitude												Good Speech												Good Temper & Humour												Self-Mastery												Self-Mastery												Compassion												Good Sense											
Link to Virtue		The opportunity to reflect, think deeply and critically about an issue.												Friendliness and civility are required for international relations												Ethics and environmental issues are explored with links to justice												The elements of the marketing mix will be looked at in the courage to do something differently.												How businesses may choose to be generous as part of their marketing mix												Being thankful for the jobs and how computers have made operations an easier and faster task.												Students will have the opportunity to demonstrate good speech whilst doing presentations												Students will look at how first must show good temper when things do not go their way.												Self-mastery when looking at exam papers to access the higher level marks												Self-mastery when looking at exam papers to access the higher level marks												Students will show compassion for those who are struggling with work and will help them											
Preparation for Work		Listening												Leadership												Problem-Solving												Creativity												Staying Positive												Speaking												Staying Positive												Aiming High												Aiming High												Speaking												Teamwork											
Link to Skill		Transferable skills												Students will have to listen carefully to instructions												Students will have to show leadership when working with others												Problem solving when trying to deal with the marketing mix												Creative solutions to marketing mix problems												Staying positive when operational decisions are not going well												Students will have the opportunity to demonstrate speaking / oracy whilst doing presentations												Staying positive as we start full exam preparation												Aiming high with exam papers												Aiming high with exam papers												Students will have the opportunity to demonstrate speaking / oracy whilst doing presentations											
Preparation for Citizenship		Link to SMSC & British Values												Developing opinions on current issues												Respect and tolerance of different cultures												Rule or law with marketing decisions												Rule of law and following it with careers												Rule of law and following it with finance regulations												Respect and tolerance for others in relation to HR																																																											