

Curriculum Content Map		Subject: Business Year 11												
Month	Unit of Work	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				
Cultural Transmission	Strategic Area	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.				
	Sustainable Knowledge	<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 business:</p> <ul style="list-style-type: none"> Imports: competition from overseas, buying from overseas, exports: selling to overseas markets, changing business locations, multinational. <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>How ethical considerations influence business activity: possible trade-offs between ethics and profit</p> <ul style="list-style-type: none"> 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>After the APL mock exams in November 2023, the whole year group will spend December filling the gaps in their knowledge. These gaps are ascertained from the Question by Question Analysis documents which are used by all staff. The gaps in December 2023:</p> <ul style="list-style-type: none"> Interest rates Bank even Legal obligations Calculating revenue Cash flow Government support for business <p>In the final two weeks of term, all students were given personalised learning opportunities where their own unique learning gaps were addressed by giving them personalised learning booklets.</p>		<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). Using the marketing mix to make business decisions How each element of the marketing mix can influence other elements. Using the marketing mix to build competitive advantage. How an integrated marketing mix can influence competitive advantage <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>Business calculations 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 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 <p>Business to effective communication.</p> <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. <p>How businesses recruit people:</p> <ul style="list-style-type: none"> 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. 				
	Challenge 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		Application of theory into new business contexts		
	Sequencing (Flow)	Retrieval This link with Topic 1.3 sources of finance and topic 1.4, business ownership		Retrieval This link with Topic 1.3 sources of finance and topic 1.4, business ownership		Retrieval This link with topic 1.4 marketing.		Retrieval This link to theme 1.3 and profits		Retrieval No previous links		Retrieval This is further developed in A level Business		
	Assessment Area content	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	Virtue	Friendliness & Civility		Justice & Truthfulness		Courage		Generosity		Gratitude		Good Speech		
Link to Virtue	The opportunity provides time deep and thoughtful reflection.		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.	
Preparation for Work	Skill	Listening		Leadership		Problem Solving		Creativity		Staying Positive		Speaking		
Link to Skill	Transferrable 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 going well		Students will have the opportunity to demonstrate speaking / oracy whilst doing presentations	
Preparation for Citizenship	Links to SAC & British Values	Respect and tolerance of different cultures.		Rule of 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 staff				