

Grace Academy Coventry Curriculum Map 2023/24 - GCSE Business - Year 11

Dates	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Focus	2.1 Growing the business	2.2. Making Marketing decisions 2.3 Making operational decisions	2.4 Making financial decisions	2.5 Making human resource decisions	Revision and Exam practice	
Key Knowledge	2.1.4 Ethics, the environment and business 2.2.1 Product 2.2.2 Price 2.2.3 Promotion 2.2.4 Place 2.2.5 Using the marketing mix to make business decisions	2.3.1 Business operations 2.3.2 Working with suppliers 2.3.3 Managing quality 2.3.4 The sales process	2.4.1 Business calculations 2.4.2 Understanding business performance 2.5.1 Organisational structures 2.5.2 Effective recruitment	2.5.3 Effective training and development 2.5.4 Motivation	.Revision "Walk and Talk" Mock exam Timed Exam	Exams

<p>Key Skills</p>	<p>Problem-solving and decision-making skills relevant to business</p> <p>Analytical and evaluation skills</p> <p>Quantitative skills calculations in a business context</p> <p>Interpretation and use of quantitative data in business context to support, inform and justify</p> <p>Communication and interpersonal skills</p>	<p>Business calculations The concept and calculation of:</p> <ul style="list-style-type: none"> • gross profit • net profit • gross profit margin • net profit margin • average rate of return. <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>Problem-solving and decision-making skills relevant to business</p> <p>Analytical and evaluation skills</p> <p>Quantitative skills calculations in a business context</p> <p>Interpretation and use of quantitative data in business context to support, inform and justify</p> <p>Communication and interpersonal skills</p>	<p>Problem-solving and decision making skills relevant to business</p> <p>Analytical and evaluation skills</p> <p>Quantitative skills- calculations in a business context</p> <p>Interpretation and use of quantitative data in business context to support, inform and justify</p> <p>Communication and interpersonal skills</p>	<p>Examination technique to shorter and longer mark questions.</p>	<p>Exams</p>
<p>Assessment</p>	<p>Multiple-choice questions Short-answer questions Extended-writing questions.</p>	<p>Multiple-choice questions Short-answer questions - Extended-writing questions</p>	<p>Multiple-choice questions - Short-answer questions - Extended-writing questions</p>	<p>Multiple-choice questions - Short-answer questions - Extended-writing questions</p>	<p>Multiple-choice questions - Short-answer questions - Extended-writing questions</p>	<p>GCSE papers</p>
<p>End point</p>	<p>The impact of ethical and</p>	<p>The purpose of business operations</p>	<p>The concept and calculations</p>	<p>Different organisational structures and when</p>		

	<p>environmental considerations on businesses</p> <p>The design mix</p> <p>The product life cycle</p> <p>The importance to a business of differentiating a product/service</p>	<p>Production processes</p> <p>Impacts of technology on production</p> <p>The role of procurement</p> <p>The concept of quality and its importance in</p> <p>The importance to businesses of providing good customer service</p>	<p>The use and interpretation of quantitative business data to support, inform and justify business decisions</p> <p>The use and limitations of financial information</p>	<p>each are appropriate</p> <p>The importance of effective communication</p> <p>Different ways of working</p> <p>Different job roles and responsibilities</p> <p>How businesses recruit people</p> <p>How businesses train and develop employees</p> <p>The importance of motivation in the workplace</p> <p>How businesses motivate employees</p>		
Link to A Level	A level Business Theme 1 Marketing and People (The market, Market research and Market positioning)	A level Business 2: Theme 2 managing a Business(Revenue /Costs and Profits)	A level Business Theme 1: Marketing and People-(Recruitment/selection)	A level Business Theme 3: Business strategy : (investment appraisal	A level Business Theme 1 , 2 and 3	N/A

USEFUL RESOURCES / GUIDANCE:

<https://www.tutor2u.net/business/blog/gcse-igcse-businness-studies-revision-notes-master-listing>

<https://www.bbc.co.uk/bitesize/examspecs/z98snbk>

<https://ondemand.tutor2u.net/students/edexcel-gcse-business-catch-up-2021>

