

SUBJECT: GCSE Business Edexcel 9-1 – Year 11 - Summary Curriculum Plan

Subject content (What will be covered)	As a result, what students should know /understand	What students should be able to do	How students will be assessed	By when (Half term 1 > 6)
<p>Topic 2.1 Growing the business</p>	<p>2.1.1 Business growth 2.1.2 Changes in business aims and objectives 2.1.3 Business and globalisation 2.1.4 Ethics, the environment and business</p>	<p>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>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>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>	<p>End of topic assessment</p> <p>Past paper questions</p> <p>Assessed homework</p>	<p>HT1</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 		
Topic 2.2 Making marketing decisions	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	<p>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 <p>Influences on pricing strategies: technology, competition, market segments, product life cycle</p> <p>Promotion:</p> <ul style="list-style-type: none"> • Appropriate promotion strategies for different market segments: advertising, sponsorship, product trials, special offers, branding <p>The use of technology in promotion: targeted advertising online, viral advertising via social media, e-newsletters</p> <p>Place:</p>	<p>End of topic assessment</p> <p>Past paper questions</p> <p>Assessed homework</p>	HT2

		<p>Methods of distribution: retailers and e tailers (e-commerce) 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>2.3 Making product decisions</p>	<p>2.3.1 Business operations</p> <p>2.3.2 Working with suppliers</p> <p>2.3.3 Managing quality</p> <p>2.3.4 The sales process</p>	<p>The purpose of business operations:</p> <ul style="list-style-type: none"> To produce goods To provide services <p>Production processes:</p> <ul style="list-style-type: none"> Different types: job, batch, flow The impact of different types of production processes: keeping productivity up and costs down and allow for competitive prices <p>Impacts of technology on production:</p> <p>Balancing cost, productivity, quality and flexibility</p> <p>Managing stock:</p> <ul style="list-style-type: none"> Interpretation of bar gate 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 <p>The impact of logistics and supply decisions on: costs, reputation, customer satisfaction</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 <p>Allowing a business to control costs and gain a competitive advantage</p> <p>The sales process:</p>	<p>End of topic assessment</p> <p>Past paper questions</p> <p>Assessed homework</p>	<p>HT3</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>		
2.4 Making financial decisions	<p>2.4.1 Business calculations</p> <p>2.4.2 Understanding business performance</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 <p>Average rate of return</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 limitation of financial information in:</p> <ul style="list-style-type: none"> Understanding business performance <p>Making business decisions</p>	<p>End of topic assessment</p> <p>Past paper questions</p> <p>Assessed homework</p>	HT4
2.5 Making people decisions	<p>2.5.1 Organisational structures</p> <p>2.5.2 Effective recruitment</p> <p>2.5.3 Effective training and development</p> <p>2.5.4 Motivation</p>	<p>The importance of effective communication:</p> <ul style="list-style-type: none"> 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 <p>The impact of technology on ways of working: efficiency, remote working</p> <p>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 	<p>End of topic assessment</p> <p>Past paper questions</p> <p>Assessed homework</p>	HT5

		<p>support staff How businesses recruit people:</p> <ul style="list-style-type: none"> • Documents: person specification and job description, application form, CV <p>Recruitment methods used to meet different business needs 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 <p>Why businesses train and develop employees:</p> <ul style="list-style-type: none"> • The link between training, motivation and retention <p>Retraining to use new technology The importance of motivation in the workplace:</p> <ul style="list-style-type: none"> • Attracting employees, retaining employees, productivity <p>How businesses motivate employees:</p> <ul style="list-style-type: none"> • Financial methods: remuneration, bonus, commission, promotion, fringe benefits <p>Non-financial methods: job rotation, job enrichment, autonomy</p>		
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