

Yr11 - Theme 2

Subject Curriculum Summary for Business for Edexcel Business GCSE 9-1

Term	Topic Title and Subject Content	Threshold Concepts/Core Knowledge/Links to Previous and Future Learning	Formative Assessment/Home work	Formal Assessment
Term 1	Topic 2.1 Growing the business	Students will learn about methods of business growth and their impact, types of business ownership, and sources of finance for growing businesses.	Formative Assessment: Discuss examples of internal and external growth in different industries.	Formal Assessment: Quiz on methods of business growth and their impact.
	2.1.1 Business growth	In this topic, students will explore the threshold concept of business growth, understanding that businesses need to evolve and expand to achieve their objectives. They will learn about the different methods of business growth, such as internal (organic) growth and external (inorganic) growth, and their impacts on a business's innovation, research and development, marketing mix, and international expansion. This topic builds upon the knowledge of business ownership from previous topics and lays the foundation for understanding the importance of growth in the business world.	Homework: Research a real-life merger or takeover and discuss its impact on the companies involved.	
		Links to Previous and Future Learning: This topic links to previous learning on business ownership, as different forms of ownership can impact the methods of growth available to a		

		business. It also sets the stage for future learning on globalisation and ethics, as the growth of businesses often involves expanding into international markets and considering ethical implications.		
	2.1.2 Changes in business aims	The concept of changing business aims and objectives is explored in this topic. Students will understand that businesses need to adapt their aims and objectives in response to various factors, such as market conditions, technological advancements, performance evaluation, legal requirements, and internal circumstances. They will learn how changing aims and objectives can impact different aspects of a business, including its focus, market presence, workforce, and product range. This topic builds upon previous knowledge of business objectives and prepares students for future discussions on globalisation and marketing decisions.	Formative Assessment: Analyse case studies of businesses changing their objectives in response to market conditions.	Formal Assessment: Presentation on the factors influencing business aims and objectives.
		Links to Previous and Future Learning: This topic links to previous learning on business objectives, as changing aims and objectives are crucial for businesses to adapt and succeed. It also lays the groundwork for future learning on globalisation, marketing decisions, and ethics, as changing business aims often involve expanding into new markets, adjusting marketing strategies, and considering ethical implications.		
Term 2	Topic 2.1 Growing the business	Continuation of Topic 2.1, covering business and globalisation and the impact of ethical and environmental considerations on businesses.	Formative Assessment: Debate the advantages and disadvantages of globalising a business.	Formal Assessment: Essay on the ethical and environmental impact on a

				business's marketing mix.
2.1.3 Business and globalisation	In this topic , students will explore the impact of globalisation on businesses. They will examine the effects of importing and exporting goods, changing business locations, and the rise of multinational companies. Students will understand the concept of trade barriers, such as tariffs and trade blocs, and how businesses can compete internationally by utilising the internet, e-commerce, and adapting their marketing mix. This topic builds upon the previous learning on business growth and lays the foundation for understanding the global business environment and its challenges.		Homework: Research a multinational company and discuss its strategies for competing internationally.	
	Links to Previous and Future Learning: This topic builds upon previous learning on business growth, as globalisation is often a consequence of businesses expanding into new markets and regions. It also provides a foundation for future discussions on marketing decisions, as global markets require businesses to adapt their marketing mix to compete effectively. Additionally, it sets the stage for exploring ethical and environmental considerations in business decision-making.			
2.1.4 Ethics, the environment, and business	In this topic , students will explore the impact of ethical and environmental considerations on business activity. They will understand that businesses face trade-offs between ethical values, profitability, and the environment. Students will learn how ethical and environmental considerations can influence a business's marketing mix and the potential impact of pressure group activity on business		Formative Assessment: Create a marketing campaign considering both ethical and environmental factors.	Formal Assessment: Case study analysis of a business facing pressure group activity.

		operations. This topic builds upon the knowledge of business activity and prepares students for future discussions on marketing decisions and corporate social responsibility.		
		<p>Links to Previous and Future Learning: This topic links to previous learning on the impact of business activity, as ethical and environmental considerations are key aspects of responsible business conduct. It also sets the stage for future learning on marketing decisions, as businesses need to consider ethical and environmental factors when developing their marketing strategies. Additionally, it provides a foundation for understanding corporate social responsibility and the role of pressure groups in influencing business practices.</p>		

Term	Topic Title and Subject Content	Threshold Concepts/Core Knowledge/Links to Previous and Future Learning	Formative Assessment/Home work	Formal Assessment
Term 3	Topic 2.2 Making marketing decisions	Students will learn about product design, the product life cycle, pricing strategies, promotion methods, and distribution channels.	Formative Assessment: Develop a product differentiation strategy for a fictional business.	Formal Assessment: Present a marketing plan for a new product or service.
	2.2.2 Price	In this topic, students will delve into the concept of pricing strategies and their impact on business decisions. They will learn about various pricing strategies and factors that influence	Homework: Analyse the pricing strategies of two competing companies and	

		<p>them, such as technology, competition, market segments, and product life cycle stages. Understanding pricing strategies is essential for businesses to position their products effectively in the market and achieve their financial goals. This topic builds upon previous learning on the marketing mix and prepares students for future discussions on promotion and distribution.</p>	compare their effectiveness.	
		<p>Links to Previous and Future Learning: This topic links to previous learning on the marketing mix, as pricing decisions are a crucial element in the marketing strategy. It also sets the stage for future learning on promotion and distribution, as pricing, promotion, and distribution decisions are interrelated in achieving marketing objectives.</p>		
	<p>2.2.3 Promotion</p>	<p>In this topic, students will explore appropriate promotion strategies for different market segments and the role of technology in promotion. They will learn about various promotion tools, including advertising, sponsorship, product trials, special offers, and branding, as well as how technology has transformed promotional activities, such as targeted advertising, social media marketing, and e-newsletters. This topic builds upon previous knowledge of the marketing mix and sets the foundation for understanding the impact of promotion on competitive advantage.</p>	<p>Formative Assessment: Design an advertising campaign using various promotional tools.</p>	<p>Formal Assessment: Create a promotional strategy for a new product targeting specific market segments.</p>
		<p>Links to Previous and Future Learning: This topic builds upon previous learning on the marketing mix, as promotion is a vital component in effectively reaching and engaging</p>		

		target customers. It also provides a foundation for future discussions on distribution methods, as promotion and distribution strategies often work together to enhance a product's visibility and accessibility in the market.		
	2.2.4 Place	In this topic, students will explore methods of distribution, focusing on both traditional retailers and e-tailers (e-commerce). They will understand the significance of effective distribution channels in reaching customers efficiently and meeting their preferences. This topic builds upon the marketing mix concept and prepares students for future discussions on using the marketing mix to make business decisions and build competitive advantage.	Homework: Research the advantages and disadvantages of using e-commerce for a retail business.	
		Links to Previous and Future Learning: This topic builds upon previous learning on the marketing mix, as the distribution channel is a critical element in making products available to customers. It also provides a foundation for future discussions on using the marketing mix to build competitive advantage, as distribution methods influence how a product reaches its target market and can give a business a competitive edge.		
Term 4	Topic 2.3 Making operational decisions	This term focuses on business operations, working with suppliers, managing quality, and the sales process.	Formative Assessment: Conduct a SWOT analysis for a company's operational decisions.	Formal Assessment: Create an operations plan for a start-up business.

	<p>2.3.1 Business operations</p>	<p>In this topic, students will explore the purpose of business operations, which is to produce goods and provide services. They will understand different types of production processes, such as job, batch, and flow, and the impact of these processes on productivity, costs, and competitive pricing. Additionally, students will learn about the impact of technology on production efficiency and quality. This topic builds upon previous knowledge of business processes and lays the foundation for understanding the importance of operational decisions in achieving business objectives.</p>	<p>Homework: Compare job production and flow production in terms of efficiency and flexibility.</p>	
		<p>Links to Previous and Future Learning: This topic builds upon previous learning on business processes, as understanding production processes is vital for businesses to efficiently produce goods and deliver services. It also sets the stage for future discussions on working with suppliers and managing quality, as these decisions are essential for ensuring smooth operations and delivering value to customers.</p>		
	<p>2.3.2 Working with suppliers</p>	<p>In this topic, students will explore the role of suppliers in business operations and the importance of effective stock management. They will learn how to interpret bar gate stock graphs and the concept of just-in-time (JIT) stock control. Additionally, students will understand the impact of procurement decisions on costs, reputation, and customer satisfaction. This topic builds upon previous learning on business operations and prepares students for future discussions on managing quality and the sales process.</p>	<p>Formative Assessment: Role-play a negotiation with a supplier to secure a better deal.</p>	<p>Formal Assessment: Analysis of a company's supply chain and stock management strategies.</p>

		<p>Links to Previous and Future Learning: This topic builds upon previous learning on business operations, as working with suppliers is a critical aspect of ensuring smooth production and meeting customer demands. It also provides a foundation for future discussions on managing quality and the sales process, as these aspects of business operations are influenced by effective supplier management.</p>		
	<p>2.3.3 Managing quality</p>	<p>In this topic, students will explore the concept of quality and its significance in the production of goods and provision of services. They will understand the distinction between quality control and quality assurance and how businesses can control costs and gain a competitive advantage by delivering high-quality products and services. This topic builds upon previous knowledge of business operations and sets the foundation for understanding the importance of customer satisfaction and post-sales service.</p>	<p>Homework: Identify quality control measures in a manufacturing company and suggest improvements.</p>	
		<p>Links to Previous and Future Learning: This topic builds upon previous learning on business operations, as managing quality is a key aspect of delivering value to customers and achieving customer satisfaction. It also provides a foundation for future discussions on the sales process, as providing good quality products and services is essential for building customer loyalty and maintaining a competitive edge in the market.</p>		

Term 5	Topic 2.4 Making financial decisions	This term focuses on business calculations, understanding business performance through quantitative data, and the use of financial information in decision-making.	Formative Assessment: Calculate and interpret gross profit and net profit margins for a business.	Formal Assessment: Prepare a financial report analysing a company's performance and suggesting improvements.
	2.4.1 Business calculations	In this topic, students will learn about key business calculations, including gross profit and net profit. They will understand how to calculate and interpret gross profit margin, net profit margin, and average rate of return. These financial metrics are essential for assessing a business's profitability and efficiency. This topic builds upon previous learning on financial aspects of business and prepares students for future discussions on understanding business performance and decision-making.	Homework: Analyse a set of financial data and identify key insights that can inform business decisions.	
		Links to Previous and Future Learning: This topic builds upon previous learning on financial aspects of a business, as understanding financial calculations is crucial for evaluating business performance. It also sets the stage for future discussions on interpreting quantitative business data and using financial information in decision-making.		
Term 6	Topic 2.5 Making human resource decisions	In the final term, students will learn about organisational structures, the importance of effective communication, recruitment, training, development, and motivation.	Formative Assessment: Design an organisational structure for a	Formal Assessment: Present a recruitment and

			company considering its size and needs.	training plan for a fictional business.
2.5.1 Organisational structures	<p>In this topic, students will explore different organisational structures and their appropriateness in various contexts. They will learn about hierarchical and flat structures, as well as centralization and decentralisation. Additionally, students will understand the importance of effective communication in promoting efficiency and motivation within a business. This topic builds upon previous knowledge of business operations and lays the foundation for understanding the significance of organisational structures in achieving business objectives.</p>		<p>Formative Assessment: Design an organisational structure for a company considering its size and needs.</p>	
	<p>Links to Previous and Future Learning: This topic builds upon previous learning on business operations, as understanding organisational structures is crucial for managing business activities effectively. It also provides a foundation for future discussions on effective recruitment, training, development, and motivation, as these aspects of human resource management are influenced by the organisational structure and communication within a business.</p>			
2.5.2 Effective recruitment	<p>In this topic, students will learn about different job roles and their responsibilities within a business. They will explore key job roles, such as directors, senior managers, supervisors, and operational and support staff. Additionally, students will understand the recruitment</p>		<p>Formative Assessment: Role-play a recruitment interview for a specific job role.</p>	

		<p>process, including the use of documents such as person specifications, job descriptions, application forms, and CVs. They will also explore internal and external recruitment methods to meet different business needs. This topic builds upon previous knowledge of organisational structures and prepares students for future discussions on effective training, development, and motivation.</p>		
		<p>Links to Previous and Future Learning: This topic builds upon previous learning on organisational structures, as different structures require specific roles and responsibilities. It also provides a foundation for future discussions on effective training and development, as effective recruitment is essential for acquiring the right talent and skills in a business. Additionally, it sets the stage for exploring ways to motivate and retain employees effectively.</p>		
	<p>2.5.3 Effective training and development</p>	<p>In this topic, students will explore how businesses train and develop employees to enhance their skills and knowledge. They will learn about different training and development methods, including formal and informal training, self-learning, ongoing training for all employees, and the use of target setting and performance reviews. Students will also understand the link between training, motivation, and employee retention, as well as retraining employees to use new technology effectively. This topic builds upon previous knowledge of effective recruitment and sets the foundation for understanding the significance of employee</p>	<p>Formative Assessment: Design a training plan for employees to develop specific skills.</p>	

		training and development in achieving business objectives.		
		Links to Previous and Future Learning: This topic builds upon previous learning on effective recruitment, as training and development are essential for equipping employees with the necessary skills and knowledge to perform their roles effectively. It also provides a foundation for future discussions on motivation, as training and development can influence employee satisfaction and retention. Additionally, it sets the stage for exploring ways to motivate employees effectively, as employee training is often linked to enhancing motivation and performance.		
	2.5.4 Motivation	In this topic, students will explore the importance of motivation in the workplace and various methods to motivate employees effectively. They will understand the role of financial methods, such as remuneration, bonus, commission, and promotion, as well as non-financial methods, such as job rotation, job enrichment, and autonomy. Students will learn how motivation impacts attracting and retaining employees and enhancing overall productivity. This topic builds upon previous knowledge of effective training and development and prepares students for future discussions on human resource decisions and employee performance.	Homework: Research motivational strategies used by successful companies and analyse their impact.	
		Links to Previous and Future Learning: This topic builds upon previous learning on effective training and development, as motivation is a		

		<p>crucial factor in encouraging employees to participate in training and enhancing their performance. It also provides a foundation for future discussions on human resource decisions, as employee motivation significantly impacts business productivity and success. Additionally, it sets the stage for exploring ways to retain and engage employees effectively, as motivated employees are more likely to remain committed to the organisation and its objectives.</p>		
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