

Year 11 Curriculum Overview Plan: Edexcel GCSE Business Studies

Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<p>Key Theme: Making marketing decisions (2.2)</p> <p>Key Concepts, Knowledge & Skills to be Embedded:</p> <ul style="list-style-type: none"> ➤ Marketing mix ➤ Product ➤ Price ➤ Place ➤ Promotion ➤ Marketing mix decisions <p>Links to Prior Learning: Students have studied the marketing mix in</p>	<p>Key Theme: Making operational decisions (2.3)</p> <p>Key Concepts, Knowledge & Skills to be Embedded:</p> <ul style="list-style-type: none"> ➤ Methods of production ➤ Productivity ➤ Technology and production ➤ Stock control ➤ Procurement-working with suppliers ➤ Quality ➤ The sales process <p>Links to Prior Learning: Students will have a basic understanding of some the key</p>	<p>Key Theme: Business calculations (2.4)</p> <p>Key Concepts, Knowledge & Skills to be Embedded:</p> <ul style="list-style-type: none"> ➤ Gross profit margin (GPM) ➤ Net profit margin (NPM) ➤ Average rate of return (ARR) ➤ Interpreting data <p>Links to Prior Learning: Students have covered the basics of finance in unit 1.3</p>	<p>Key Theme: Making human resources decisions (2.5)</p> <p>Key Concepts, Knowledge & Skills to be Embedded:</p> <ul style="list-style-type: none"> ➤ Organisational structures ➤ Effective communication ➤ Different ways of working ➤ Effective recruitment ➤ Effective training and development ➤ Motivation <p>Links to Prior Learning: Some of these topics/issues were covered for small</p>	<p>Key Theme: Exam revision (Unit 1 and 2 exam prep)</p> <p>Key Concepts, Knowledge & Skills to be Embedded:</p> <ul style="list-style-type: none"> ➤ Exam technique ➤ Understanding the Edexcel GCSE Business paper structure <p>Links to Prior Learning: All learning will be based on previous learning from across</p>	<p>Key Theme: Exam revision (Unit 1 and 2 exam prep)</p> <p>Key Concepts, Knowledge & Skills to be Embedded:</p> <ul style="list-style-type: none"> ➤ Exam technique ➤ Understanding the Edexcel GCSE Business paper structure <p>Links to Prior Learning: All learning will be based on previous learning from across</p>

Year 10 (1.4), this builds on and looks at strategies for larger businesses	issues such as quality and stock from unit 1 however a lot of new concepts are introduced for growing businesses	however these are now studied in terms of performance measures (%’s etc.)	businesses in section 1.4 so these concepts will be revisited and built upon	the GCSE Business specification covered since year 10	the GCSE Business specification covered since year 10
Key Assessment Pieces: The KAP will be a case study to build exam skills/practice with DIRT work completed	Key Assessment Pieces: Mock exam for unit 1 and also unit 2 topics 2.1-2.3 with full QLA after paper to address misconceptions	Key Assessment Pieces: The KAP will be a case study and a mini test to ensure students can calculate properly	Key Assessment Pieces: The KAP will be a case study to build exam skills/practice with DIRT work completed as well as a full unit 1 and 2 mock exam paper	Key Assessment Pieces: Mock exam papers and practice questions in lessons	Key Assessment Pieces: Mock exam papers and practice questions in lessons
Tier 3 Vocabulary Vault: Product Life Cycle USP Design mix Function Aesthetics Extension strategy Profit margins Branding Sponsorship Viral advertising Strategy Distribution	Tier 3 Vocabulary Vault: Job production Batch production Flow production Productivity Automation Flexibility Bar gate stock graph Buffer stock JIT (Just in time) Stock Logistics Procurement	Tier 3 Vocabulary Vault: Gross profit Net profit Cost of sales Revenue Gross profit margin Net profit margin Taxation Retained profits Average rate of return (ARR) Investment Average	Tier 3 Vocabulary Vault: Organisational structures/chart Hierarchical Flat Layers Span of control Centralised Decentralised Communication flow Barriers Flexible hours Contracts	Tier 3 Vocabulary Vault: State Identify Select Calculate Outline Explain Describe Analyse Impact Justify Evaluate	Tier 3 Vocabulary Vault: State Identify Select Calculate Outline Explain Describe Analyse Impact Justify Evaluate

<p>E-tailer Budget Inform decisions</p> <p>Reading Exposure: Case studies from the text book, online news article from sources such as BBC News, CPG revision guide, entrepreneur background stories online for homework and DEAR. Suggested reading for pleasure: Richard Branson: Losing My Virginity</p>	<p>Trust Quality control Warranty Customer feedback Customer engagement Post-sales service</p> <p>Reading Exposure: Case studies from the text book, online news article from sources such as BBC News, CPG revision guide, entrepreneur background stories online for homework and DEAR. Suggested reading for pleasure: Alan Sugar: What You See Is What You Get</p>	<p>Bar charts Line graphs Pie charts Data Percentage</p> <p>Reading Exposure: Case studies from the text book, online news article from sources such as BBC News, CPG revision guide, entrepreneur background stories online for homework and DEAR. Suggested reading for pleasure: Duncan Bannatyne: Anyone Can Do It</p>	<p>Remote working Recruitment Motivation Autonomy Commission Fringe benefits Renumeration</p> <p>Reading Exposure: Case studies from the text book, online news article from sources such as BBC News, CPG revision guide, entrepreneur background stories online for homework and DEAR. Suggested reading for pleasure: Deborah Meadon: Common Sense Rules</p>	<p>In additional all other vocabulary from Y10 and Y11 will be used in lessons</p> <p>Reading Exposure: Case studies from the text book, online news article from sources such as BBC News, CPG revision guide, entrepreneur background stories online for homework and DEAR. Suggested reading for pleasure:</p>	<p>In additional all other vocabulary from Y10 and Y11 will be used in lessons</p> <p>Reading Exposure: Case studies from the text book, online news article from sources such as BBC News, CPG revision guide, entrepreneur background stories online for homework and DEAR. Suggested reading for pleasure:</p>
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<p>Strategies to enable new concepts, knowledge & skills to embed in long-term memory: DIN activities, homework tasks, fill in the gap activities, multiple choice activities, low stakes quizzes and real-life stories about businesses which are in the news linking to topics covered in lessons</p>	<p>Strategies to enable new concepts, knowledge & skills to embed in long-term memory: DIN activities, homework tasks, fill in the gap activities, multiple choice activities, low stakes quizzes and real-life stories about businesses which are in the news linking to topics covered in lessons, test paper for units 1&2 and QLA to address misconceptions and ensure these are corrected before moving on</p>	<p>Strategies to enable new concepts, knowledge & skills to embed in long-term memory: DIN activities, homework tasks, fill in the gap activities, multiple choice activities, low stakes quizzes and real-life stories about businesses which are in the news linking to topics covered in lessons. Mini test of calculations from section 2.4 and recap of section 1.3 to ensure learning and knowledge has stuck</p>	<p>Strategies to enable new concepts, knowledge & skills to embed in long-term memory: DIN activities, homework tasks, fill in the gap activities, multiple choice activities, low stakes quizzes and real-life stories about businesses which are in the news linking to topics covered in lessons, test paper for units 1&2 and QLA to address misconceptions and ensure these are corrected before moving on</p>	<p>Strategies to enable new concepts, knowledge & skills to embed in long-term memory: DIN activities, homework tasks, fill in the gap activities, multiple choice activities, low stakes quizzes and real-life stories about businesses which are in the news linking to topics covered in lessons, test paper for units 1&2</p>	<p>Strategies to enable new concepts, knowledge & skills to embed in long-term memory: DIN activities, homework tasks, fill in the gap activities, multiple choice activities, low stakes quizzes and real-life stories about businesses which are in the news linking to topics covered in lessons, test paper for units 1&2</p>
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