



Curriculum Map

Subject: Edexcel GCSE Business 24-25

Year 10

Term	Unit of Work	Knowledge and Skills	Assessment
Term 1	<p>Theme 1 Investigating small business</p> <p>Topic: 1.1 Enterprise and Entrepreneurship</p>	<p>Throughout the year all lessons will include revision, retrieval tasks and exam question practice.</p> <p>Pupils are introduced to the theme for year 10 which is Investigating small business which is split into five topics.</p> <p>Term 1 is focused on Enterprise and Entrepreneurship - in relation to how and why business ideas come about. They also explore the impact of risk and reward on business activity and the role of Entrepreneurship.</p> <p>1.1 What's included:</p> <ul style="list-style-type: none"> Why new business ideas come about including changes in technology, consumer wants, and products and services becoming obsolete How new business ideas come about including original ideas and adapting existing products/services/ideas. Risk and reward on a business's activities The role of business enterprise The purpose of business activity The role of entrepreneurship 	<p>Key Assessment:</p> <ul style="list-style-type: none"> 1.1 Small end of topic test <p>Homework:</p> <ul style="list-style-type: none"> Will be set once a week Tasks will be varied and focus on either retrieval, revision skills and/or prior learning. Exam question practice <p>Topic Text:</p> <ul style="list-style-type: none"> Entrepreneurs – Mark Zuckerberg
Term 2	<p>Topic: 1.2 Spotting a business Opportunity</p>	<p>Pupils will explore how new and small businesses identify opportunities through understanding customer needs and conducting market research. They will also focus on understanding the competition.</p> <p>1.2 What's included:</p> <ul style="list-style-type: none"> Identifying customer needs Why is important to understand customer needs What types of market research businesses use (Primary, secondary, Qualitative and Quantitative) The role of social media in collecting market research Effective market research (Reliability and Validity) Market Segmentation Competitive environments Competition and business decision making 	<p>Key Assessment:</p> <ul style="list-style-type: none"> 1.1 & 1.2 Exam style assessment <p>Homework:</p> <ul style="list-style-type: none"> Will be set once a week Tasks will be varied and focus on either retrieval, revision skills and/or prior learning. Exam question practice <p>Topic Text:</p> <ul style="list-style-type: none"> Spotting a business opportunity – A differentiated text discussing the links between all concepts being taught this term.



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Term 3	Topic: 1.3 Putting a business idea into practice	<p>This topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects.</p> <p>1.3 What's included:</p> <ul style="list-style-type: none"> Set out aims and objectives Financial objectives and non-financial objectives Business revenues and costs (Fixed and Variable) Profit or Loss (Calculations and definitions) Calculations of interest on loans (Calculations and definitions) Break-even (Interpretations, Calculations and definitions) Interpretations and Calculating Cash flow (Inflows and Outflows) Importance and impacts of/on cash flow Sources of Finance (Short term and long term, Internal and External) 	<p>Key Assessment</p> <ul style="list-style-type: none"> 1.3 exam style assessment <p>Homework:</p> <ul style="list-style-type: none"> Will be set once a week Tasks will be varied and focus on either retrieval, revision skills and/or prior learning. Exam question practice <p>Topic Text:</p> <ul style="list-style-type: none"> Putting a business idea into practice – A differentiated text discussing the links between all the concepts being taught this term.
Term 4	Topic: 1.4 Making the business effective	<p>Pupils will explore a range of factors that impact on the success of the business, including options for the type of ownership, location, the marketing mix and the business plan.</p> <p>1.4 What's included:</p> <ul style="list-style-type: none"> Types of business (PLC, LTD, Sole trader) Types of business Ownership including responsibility of debts Franchising (Positive and Negatives) Business Location (Market, Materials, Transport, Competitors and labour) Marketing mix (Product, Place, Promotion and Price) Technological impact on the marketing mix. Why do businesses need a business plan? What is included in a business plan? 	<p>Key Assessment</p> <ul style="list-style-type: none"> 1.4 exam style assessment <p>Homework:</p> <ul style="list-style-type: none"> Will be set once a week Tasks will be varied and focus on either retrieval, revision skills and/or prior learning. Exam question practice <p>Topic Text:</p> <ul style="list-style-type: none"> Dragons Den – Pupils will read several pitches and decide which they would invest in and why.
Term 5	Topic: 1.5 Understanding external influences on business (partly) & Mock paper preparation	<p>Pupils are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. This topic will continue into term 6.</p> <p>1.5 What's included:</p> <ul style="list-style-type: none"> What's the difference between a stakeholder and a shareholder? 	<p>Key Assessment</p> <ul style="list-style-type: none"> Mock 1 Theme 1 <p>Homework:</p> <ul style="list-style-type: none"> Will be set once a week



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		<ul style="list-style-type: none"> Identify what a stakeholder is and who they are How each stakeholder is affected by the business's activity What conflicts can occur between stakeholders <p>A mock paper will be sat either this term or in term 6 depending on the schedule (to be released nearer the time). Pupils will have lessons focused on the build up to these mocks.</p>	<ul style="list-style-type: none"> Tasks will be varied and focus on either retrieval, revision skills and/or prior learning. Exam question practice <p>Topic Text:</p> <ul style="list-style-type: none"> Case studies – these take the form of exam case studies. There will be many looked at this term in preparation for the mock paper.
Term 6	<p>Topic: 1.5 Understanding external influences on business (partly) & mock paper preparation</p>	<p>Pupils will continue their learning on 1.5. This will include the different types of technology used by businesses, how technology influences a business, the marketing mix, legislation, the economy and external influences.</p> <p>1.5 What's included:</p> <ul style="list-style-type: none"> What types of technology are used in business (e-commerce, social media, digital communications, payment systems) How technology influences the business's activity (sales, costs, marketing mix) The purpose and impact of legislation The impact of the economy (unemployment, consumer income, inflation, interest rates, tax, exchange rates) The importance of external influences on the business (technology, legislation, the economic climate) <p>A small project which provides an opportunity for pupils to revise all topics taught this year. To apply this learning to a real-life business.</p>	<p>Key Assessment:</p> <ul style="list-style-type: none"> 1.5 exam style assessment <p>Homework:</p> <ul style="list-style-type: none"> Will be set once a week Tasks will be varied and focus on either retrieval, revision skills and/or prior learning. Exam question practice <p>Topic Text:</p> <ul style="list-style-type: none"> News article – An up-to-date news article that gives an example of the concepts taught in business for the last year.



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Year 11

Term	Unit of Work	Knowledge and Skills	Assessment
Term 1	Theme 2 Growing the Business Topic: 2.1 Growing the Business	<p>Throughout the year all lessons will include revision, retrieval tasks and exam question practice.</p> <p>Pupils are introduced to the theme for year 11 which is Building a Business which is split into five topics. Term 1 is focused on Growing the business which starts to build on the learning from Year 10 and theme 1.</p> <p>Pupils 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.</p> <p>2.1 What's included:</p> <ul style="list-style-type: none"> • Business Growth (Internal and External, Ownership, Sources of finance) • Changes in Aims and Objectives (evolution) • Business Globalisation (Imports and Exports, Barriers to trade, international competition) • Business Ethics and environmental considerations 	<p>Key Assessment:</p> <ul style="list-style-type: none"> • 2.1 exam style assessment <p>Homework:</p> <ul style="list-style-type: none"> • Will be set once a week • Tasks will be varied and focus on either retrieval, revision skills and/or prior learning. • Exam question practice <p>Topic Text:</p> <ul style="list-style-type: none"> • BBC News article – giving an example of business growth including questions on retrieval and comprehension.
Term 2	Topic: 2.2 Making Marketing Decisions	<p>Pupils will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.</p> <p>2.2 What's included:</p> <ul style="list-style-type: none"> • Design Mix (function, aesthetics, and cost.) • Product life cycle (Phases, extension strategies) • Price (Pricing strategy, influences) • Promotion (Promotion strategies, use of technology) • Place (Methods of distribution) • Combination of the marketing mix elements • Gaining a competitive advantage from the market mix <p>A full theme 1 past paper will be sat this term. Pupils will have lessons focused on the build up to these mocks to ensure they are fully prepared.</p>	<p>Key Assessment:</p> <ul style="list-style-type: none"> • 2.2 exam style assessment • Theme 1 full past paper mock <p>Homework:</p> <ul style="list-style-type: none"> • Will be set once a week • Tasks will be varied and focus on either retrieval, revision skills and/or prior learning. • Exam question practice <p>Topic Text:</p> <ul style="list-style-type: none"> • Entrepreneurs – Jeff Bezos



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<p>Term 3</p>	<p>Topic: 2.3 Making Operational Decisions AND Topic: 2.4 Making Financial Decisions</p>	<p>2.3 Pupils will be introduced to how businesses operate which includes operations, suppliers, quality of products produced and the sales process.</p> <p>2.3 What's included:</p> <ul style="list-style-type: none"> • Purpose of business Operations (produce goods, provide services) • Production processes (Different types: job, batch and flow) • Impact of different production processes (productivity up, costs down, competitive prices) • Impact of technological production (Balancing cost, productivity, quality and flexibility) • Managing stock (interpretation of bar gate stock graphs, uses of Just in time stock control) • Role of procurement (Relationships with suppliers, impact of logistics and supply decisions) • Concept of quality and its importance (Quality control and quality assurance, control costs and competitive advantage) • Sales process (Product knowledge, speed and efficiency of service, customer engagement, responses to customer feedback, post sales service) • Importance of customer service <p>2.4 Pupils will move onto 2.4 immediately after as there are not many lessons in this topic and this will help give more time for revision at a later stage.</p> <p>Pupils will explore the tools a business has to support financial decision-making, including ratio analysis and the use and limitation of a range of financial information.</p> <p>2.4 What's Included:</p> <ul style="list-style-type: none"> • Concepts and calculations (Gross profit and Net Profit) • Interpretations of (gross profit margin, net profit margin and average rate of return) • How does interpretation of quantitative data effect business decisions (Graphs and charts, financial data, marketing data, market data) • Limitations of financial decisions, (Understanding business performance and making business decisions) 	<p>Key Assessment</p> <ul style="list-style-type: none"> • 2.3 and 2.4 exam style assessment <p>Homework:</p> <ul style="list-style-type: none"> • Will be set once a week • Tasks will be varied and focus on either retrieval, revision skills and/or prior learning. • Exam question practice <p>Topic Text:</p> <ul style="list-style-type: none"> • Making operational and financial decisions – A differentiated text discussing the links between all concepts being taught this term.
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Term 4	Topic: 2.5 Making Human Resources Decisions	<p>Pupils will be taught the final topic of the course where human resources decisions are explored. This is in relation to organisational structure, recruitment, training and motivation and why decisions need to be made to influence business activity.</p> <p>2.5 What's included:</p> <ul style="list-style-type: none"> • Organisational structures (Hierarchical and flat, centralised and decentralised) • Importance of effective communication (Insufficient and excessive communication, motivation) • Barriers to effective communication • Working contracts (Part-time, full-time, flexible hours, permanent, temporary, freelance) • Impact of technology on ways of working. • Impact of technology (efficiency, remote working) • Job roles and Responsibilities (Directors, Senior managers, Team leaders, Operational and support staff) • Recruitment (Person specification and job description, application form and CVs) • Methods of recruitment (Internal, External) • Training employees (Methods, motivation, retention, keeping up to date with technological training) • Motivated workforce (attracting and retaining employees) • How do businesses motivate employees (financial rewards, non-financial rewards) <p>A theme 2 past paper will be sat this term. Pupils will have lessons focused on the build up to these mocks to ensure they are fully prepared.</p>	<p>Key Assessment:</p> <ul style="list-style-type: none"> • 2.5 exam style assessment • Theme 2 past paper mock <p>Homework:</p> <ul style="list-style-type: none"> • Will be set once a week • Tasks will be varied and focus on either retrieval, revision skills and/or prior learning. • Exam question practice <p>Topic Text:</p> <ul style="list-style-type: none"> • News article – A BBC news article on employee's rights to ask for flexible working and the legislation surrounding this.
Term 5	Topic: Exam Ready	<p>Revision and exam ready – This term pupils will use the remaining few weeks before their GCSE starts to retrieve and revise key concepts of Theme 1 and Theme 2. Reflecting over the content of the course such as keywords and the calculations, to help pupils recall common aspects that are typically forgotten over the course.</p> <p>What's included:</p> <ul style="list-style-type: none"> • Revision tasks (Topic specific – 1.1/1.2/1.3/1.4/1.5). • Exam skills and recap of key points on how to tackle the paper and referring to context. • Practise the calculations needed for Theme 1 and Theme 2. • Key term revision – looking at a group of keywords. • BLT and structure reminder 	<p>Key Assessment:</p> <p>There will be constant review and assessment of topics pupils feel they need to revise/improve. This will be individual for each pupil. Exam questions will be practiced every lesson.</p> <p>Homework:</p> <ul style="list-style-type: none"> • Will be set once a week



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			<ul style="list-style-type: none">• Tasks will be varied and focus on either retrieval, revision skills and/or prior learning.• Exam question practice – pupils will be asked to complete questions at home to enable the time in class to assess this. <p>Topic Text:</p> <ul style="list-style-type: none">• Case studies – these take the form of exam case studies. There will be a continual supply of reading and abstracting relevant context to apply to exam questions.
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