

# YEAR 11 CURRICULUM PLAN FOR GCSE BUSINESS STUDIES



TOPIC	KEY LEARNING	ASSESSMENT
<p>Theme 2 2.1 Growing the business</p>	<ul style="list-style-type: none"> <li>• Understand the impact of globalisation on businesses and the barriers to international trade.</li> <li>• Learn about how businesses compete internationally.</li> <li>• Understand the impact of ethical and environmental considerations on businesses.</li> </ul>	<p>Retrieval through lesson tasks. End of Topic Assessment. Summative assessments based on topics covered.</p>
<p>Theme 2 2.2 Making marketing decisions</p>	<ul style="list-style-type: none"> <li>• Learn about the design mix, the product lifecycle and the importance to a business of differentiating a product/service.</li> <li>• Understand the marketing mix including pricing and promotional strategies.</li> <li>• Learn about the methods of distribution.</li> <li>• Understand how the marketing mix is used to make business decisions.</li> </ul>	<p>Retrieval through lesson tasks. End of Topic Assessment. Summative assessments based on topics covered.</p>
<p>Theme 2 2.3 Making operational decisions</p>	<ul style="list-style-type: none"> <li>• Understand the purpose of business operations and the different production processes.</li> <li>• Learn about managing stock and the role of procurement.</li> <li>• Understand the importance of managing quality and good customer service.</li> </ul>	<p>Retrieval through lesson tasks. End of Topic Assessment. Summative assessments based on topics covered.</p>
<p>Theme 2 2.4 Making financial decisions</p> <p>2.5 Making human resource decisions</p>	<ul style="list-style-type: none"> <li>• Calculate and interpret gross and net profit, gross and net profit margins and average rate of return.</li> <li>• Understand business performance and data to support, inform and justify business decisions.</li> <li>• Learn about the use and limitations of financial information in understanding business performance.</li> <li>• Learn about different organisational structures, effective recruitment and how businesses train and develop employees.</li> <li>• Understand the importance of motivation in the workplace and how businesses motivate employees.</li> </ul>	<p>Retrieval through lesson tasks. End of Topic Assessment. Summative assessments based on topics covered.</p>
<p>Preparation for GCSE Exams</p>	<ul style="list-style-type: none"> <li>• Re-visit Theme 1 and Theme 2 curriculum using exam material and resources to prepare for GCSE exams.</li> </ul>	