

# Key Stage 4 Curriculum Map

Department: Business Studies    Subject: Edexcel GCSE Business    Year: 11

Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<b>Unit Title(s)</b>	Theme 2 – Building a Business (Paper 2)		Theme 2 – Building a Business (Paper 2)		Theme 2 – Building a Business (Paper 2)	
<b>Overview / rationale &amp; statement of importance</b>	<p>For Theme 2 – students will be looking at:</p> <p>Topic 2.2 Making marketing decisions.                      Topic 2.3 Making operational decisions                      Topic 2.4 Making financial decisions                      Topic 2.5 Making human resource decisions</p>					
<b>Knowledge &amp; Understanding</b>	<p>Theme 2: Topic 2.2 Making marketing decisions</p> <p>design mix:                      • function, aesthetics, cost.                      The product life cycle:                      • the phases of the product life cycle                      • extension strategies.                      The importance to a business of differentiating a product/service.</p> <p>Price                      • pricing strategies                      • influences on pricing strategies: technology, competition, market segments, product life cycle.</p> <p>Promotion:                      • appropriate promotion strategies for different market segments: advertising, sponsorship, product trials, special offers, branding                      • the use of technology in promotion: targeted advertising online, viral advertising via social media, e-newsletters.</p> <p>Place:                      • methods of distribution: retailers and e-tailers (e-commerce).</p> <p>Using the marketing mix to make business decisions                      How each element of the marketing mix can influence other elements.                      Using the marketing mix to build competitive advantage.                      How an integrated marketing mix can influence competitive advantage.</p> <p>Topic 2.3 Making operational decisions                      purpose of business operations:                      • to produce goods                      • to provide services.                      Production processes:                      • different types: job, batch, flow                      • the impact of different types of production process: keeping productivity up and costs down and allowing for competitive prices.                      Impacts of technology on production:                      • balancing cost, productivity, quality and flexibility.</p>		<p>Theme 2: Topic 2.3 Making operational decisions</p> <p>Working with suppliers                      Managing stock:                      • interpretation of bar gate stock graphs                      • the use of just in time (JIT) stock control.                      The role of procurement:                      • relationships with suppliers: quality, delivery (cost, speed, reliability), availability, cost, trust                      • the impact of logistics and supply decisions on: costs, reputation, customer satisfaction.</p> <p>Managing quality                      The concept of quality and its importance in:                      • the production of goods and the provision of services: quality control and quality assurance                      • allowing a business to control costs and gain a competitive advantage.</p> <p>The sales process:                      • product knowledge, speed and efficiency of service, customer engagement, responses to customer feedback, post-sales service. The importance to businesses of providing good customer service.</p> <p>Topic 2.4 Making financial decisions</p> <p>The concept and calculation of:                      • gross profit                      • net profit                      Calculation and interpretation of:                      • gross profit margin                      • net profit margin                      • average rate of return.                      Understanding business performance - The use and interpretation of quantitative business data to support, inform and justify business decisions:                      • information from graphs and charts                      • financial data                      • marketing data                      • market data.                      The use and limitations of financial information in:                      • understanding business performance                      • making business decisions.</p>		<p>Theme 2: Theme 2.5 Making human resource decisions</p> <p>Different organisational structures and when each are appropriate:                      • hierarchical and flat                      • centralised and decentralised.                      The importance of effective communication:                      • the impact of insufficient or excessive communication on efficiency and motivation                      • barriers to effective communication.                      Different ways of working:                      • part-time, full-time and flexible hours                      • permanent, temporary, and freelance contracts                      • the impact of technology on ways of working: efficiency, remote working.</p> <p>Effective recruitment -Different job roles and responsibilities:                      • key job roles and their responsibilities: directors, senior managers, supervisors/team leaders, operational and support staff.                      How businesses recruit people:                      • documents: person specification and job description, application form, CV                      • recruitment methods used to meet different business needs (internal and external recruitment).</p> <p>Effective training and development - How businesses train and develop employees:                      • 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.                      Why businesses train and develop employees:                      • the link between training, motivation and retention                      • retraining to use new technology.</p> <p>Motivation                      The importance of motivation in the workplace:                      • attracting employees, retaining employees, productivity.                      How businesses motivate employees:                      • financial methods: remuneration, bonus, commission, promotion, fringe benefits                      • non-financial methods: job rotation, job enrichment, autonomy</p>	

<b>Skills</b>	Developing exam technique Research and application skills Problem solving	Developing exam technique Numerical and quantitative skills Research and application skills Problem solving	Developing exam technique Numerical and quantitative skills Research and application skills Problem solving
<b>Literacy</b>	Developing reading skills, speaking, listening, critical thinking, extended writing, spelling (including key words)	Developing reading skills, speaking, listening, critical thinking, extended writing, spelling (including key words)	Developing reading skills, speaking, listening, critical thinking, extended writing, spelling (including key words)
<b>Numeracy</b>		Analysis of data / graphs Calculations of formulas Addition /subtraction	Analysis of data/ graphs. Using formulas to perform calculations
<b>Assessment</b>	<b>Deadline for Summative Assessment 1:</b> Exam paper based on the topics covered in Year 10 – Paper 1 covering the full range of exam style questions.	<b>Deadline for Summative Assessment 2:</b> Exam paper based on the topics covered in Year 11 – Paper 2 covering the full range of exam style questions.	Final GCSE examinations
<b>Cross-curricular</b>	Maths English	Maths English	Maths English