

Edexcel GCSE Business Curriculum Progression Map – Year 11

Theme 2: Building a Business

<p>Business Education Vision at ELA:</p> <p>'Building Enterprising Minds'</p>	<p>In order to inspire every student to become an informed citizen, consumer or owner, Business education at East Leake Academy goes beyond GCSE and A level requirements; the rigid nature of textbooks and classroom walls. Through contextualising subject content with practical application to business organisations at a local, national and international level, students will be immersed in the true complexity of the business environment, allowing them to build enterprising minds and develop as enterprising individuals, with the ability to think commercially and creatively to demonstrate business acumen, drawing on evidence to make informed business decisions and solve business problems. This can in turn contribute to the economic wellbeing of students, as learners will develop and refine key life skills, such as problem solving and team work, acting as a platform for social mobility. Through exposure to aspirational entrepreneurs as part of contextualised and experiential learning, such as that of resilience and innovation as seen by the likes of Musk and Dyson, studying Business at East Leake Academy can open up doors and highlight the path forward for budding business moguls or bright financial analysts of tomorrow!</p>					
Time period	<u>Autumn 1</u>	<u>Autumn 2</u>	<u>Spring 1</u>	<u>Spring 2</u>	<u>Summer 1</u>	<u>Summer 2</u>
Key Domains of Knowledge	2.2 Making marketing decisions	2.3 Making operational decisions	2.4 Making financial decisions	2.5 Making human resource decisions	REVISION	GCSE EXAMINATIONS
Topics	<ol style="list-style-type: none"> 1. Product 2. Price 3. Promotion 4. Place 5. Understanding the marketing mix to make business decisions 	<ol style="list-style-type: none"> 1. Business operations 2. Working with suppliers 3. Managing quality 4. The sales process 	<ol style="list-style-type: none"> 1. Business calculations 2. Understanding business performance 	<ol style="list-style-type: none"> 1. Organisational structures 2. Effective recruitment 3. Effective training and development 4. Motivation 	REVISION	
Crucial learning content	<ol style="list-style-type: none"> a) The design mix. b) The product life cycle. c) The importance to a business of differentiating a product/service. d) Pricing strategies. 	<ol style="list-style-type: none"> a) The purpose of business operations. b) Production processes. c) Impact of technology on production. d) Managing stock. 	<ol style="list-style-type: none"> a) The concept and calculation of gross and net profit. b) Calculation and interpretation of gross/net profit margins and average rate of return. 	<ol style="list-style-type: none"> a) Different organisational structures and when each are appropriate. b) The importance of effective communication. c) Different ways of learning. 	REVISION	

	<p>e) Influences on pricing strategies.</p> <p>f) Appropriate promotion strategies for different market segments.</p> <p>g) The use of technology in promotion.</p> <p>h) Methods of distribution.</p> <p>i) How each element of the marketing mix can influence other elements.</p> <p>j) Using the marketing mix to build a competitive advantage.</p> <p>k) How an integrated marketing mix can influence competitive advantage.</p>	<p>e) The role of procurement.</p> <p>f) The concept of quality and its importance in the production of goods and services.</p> <p>g) The concept of quality and its importance in allowing a business to control costs and gain a competitive advantage.</p> <p>h) The sales process.</p> <p>i) The importance to business of providing good customer service.</p>	<p>c) The use and interpretation of quantitative business data to support, inform and justify business decisions.</p> <p>d) The use and limitations of financial information in understanding business performance.</p> <p>e) The use and limitations of financial information in making business decisions.</p>	<p>d) Different job roles and responsibilities.</p> <p>e) How businesses recruit people.</p> <p>f) How businesses train and develop employees.</p> <p>g) Why businesses train and develop employees.</p> <p>h) The importance of motivation in the workplace.</p> <p>i) How businesses motivate employees.</p>		
Examination skills	<p>AO1 Demonstrate knowledge and understanding of business concepts and issues.</p> <p>AO2 Apply knowledge and understanding of business concepts and issues to a variety of contexts.</p> <p>AO3 Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions.</p>					
End Point	Students will be able to apply and	By the end of Autumn Term 2	By the end of Spring Term 1 students will	By the end of Spring Term 2 students will	Students will have completed a	

	<p>analyse the different elements of the marketing mix to build a competitive advantage.</p> <p>Students should also have a clear understanding that the marketing mix is integrated and should blend together for optimal success.</p>	<p>students will have completed their 1st Year 11 mock examination - Paper 1/Theme 1 with some 2.1 content examined too.</p> <p>Students will also have a clear understanding as to the processes involved in each operational stage and how the effectiveness of each stage could impact on the overall success of a business.</p>	<p>have completed their 2nd Year 11 mock examination – Paper 2/Theme 2.</p> <p>Students will have an increased understanding of how a firm's success can be monitored and measured using a range of financial data and ratios.</p>	<p>have completed their 3rd Year 11 mock examination – Paper 2/Theme 2.</p> <p>Students will have a clear understanding of the processes involved in the HR function of a business. In addition, students will understand that appropriate organisational structure, recruitment, training and staff motivation are crucial elements of business success.</p>	<p>thorough GCSE Business revision programme for the final GCSE external exams.</p>	
--	---	--	---	--	---	--