

Year 11 Big Picture – 9-1 GCSE Business

Autumn 01 Weeks 1 – 7 (6 weeks)	Autumn 02 Weeks 8 – 15 (8 weeks)	Spring 01 Weeks 16 – 21 (6 weeks)
<p>2.1 Growing the Business Business Growth Change in Business Aims and Objectives Business and Globalisation Ethics Environment and Business</p>	<p>Content 2.2 Making marketing decisions Product Price Place Promotion Using the marketing mix to make business decisions 2.3 Making operational decisions Business operation Working with suppliers Managing quality Using the marketing mix to build competitive advantage How an integrated marketing mix can influence competitive advantage. 2.3.1 Business operations The purpose of business operations Production processes Impact of technology on production 2.3.2 Working with suppliers Managing stock The role of procurement 2.3.3 Managing quality The concept of quality and its importance 2.3.4 The sales process The importance to businesses of providing good customer service</p>	<p>Content 2.4 Making Financial decisions Business calculations Understanding business performance 2.5 Making human resource decisions Organisational structures Effective recruitment Effective training and development Motivation</p>

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<p>Assessment Objectives</p> <p>Methods of business growth and their impact The types of business ownership for growing businesses Sources of finance for growing and established businesses</p> <p>2.1.1 Business Growth 2.1.2 Changes in business aims and objective Why business aims and objective change as businesses evolve. How business aims and objective change as businesses evolve.</p> <p>2.1.3 Business and globalisation The impact of globalisation on businesses Barriers to international trade How businesses compete internationally</p> <p>2.1.4 Ethics, the environment and business The impact of ethical and environmental considerations on businesses.</p> <p>Assessment Mini- Test 2.1, 2.2Topics</p>	<p>Assessment Objectives</p> <p>This is the knowledge, application and skills assessed by the assessment-</p> <p>2.2.2 Price Pricing strategies Influences of pricing strategies</p> <p>2.2.3 Promotion Appropriate promotion strategies Use of technology in promotion</p> <p>2.2.4 Place Methods of distribution</p> <p>2.2.5 Using the marketing mix to make business decisions How each element of the marketing mix can influence other elements</p> <p>2.3.1 Business operations The purpose of business operations Production processes Impact of technology on production</p> <p>2.3.2 Working with suppliers Managing stock The role of procurement</p> <p>2.3.3 Managing quality The concept of quality and its importance</p> <p>2.3.4 The sales process The importance to businesses of providing good customer service</p> <p>Assessment- Mini Tests: 2.2 & 2.3 Nov PPE 1 – Paper 1 & Paper 2</p>	<p>Assessment Objectives</p> <p>This is the knowledge, application and skills assessed by the assessment-</p> <p>This is the knowledge, application and skills assessed by the assessment-</p> <p>2.4.1 Business calculations The concept and calculations of profit The concept and calculations of profit margins</p> <p>2.4.2 Understanding business performance The use and interpretation of quantitative business data to support, inform and justify business decisions The use and limitations of financial information</p> <p>2.5.1 Organisational structures Different organisational structures and when each are appropriate. The importance of effective communication Different ways of working</p> <p>2.5.2 Effective recruitment Different job roles and responsibilities How businesses recruit people</p> <p>2.5.3 Effective training and development How business train and develop employees Why businesses train and develop employees</p> <p>2.5.4 Motivation The importance of motivation in the workplace How businesses motivate employees</p> <p>Assessment PPE 2 : Paper 1 & 2</p>
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Spring 02 Weeks 22 – 27 (6 weeks)	Summer 01 Weeks 28 – 32 (5 weeks)	Summer 02 Weeks 33 – 39 (7 weeks)
<p>Content</p> <p>Exam skills building- Using theory from the following topics to generate exam style responses in preparation for official Theme 1 & Theme 2 exams.</p> <p>1.1 Enterprise and Entrepreneurship 1.2 Spotting a Business Opportunity 1.3 Putting a Business idea into practice 1.4 Making the Business Effective 1.5 Understanding external influence</p>	<p>Content</p> <p>Exam skills building- Using theory from the following topics to generate exam style responses in preparation for official Theme 1 & Theme 2 exams.</p> <p>Topics-</p> <p>2.1 Growing the Business 2.2 Making marketing decisions 2.3 Making operational decisions 2.4 Making Financial decisions 2.5 Making human resource decisions</p>	<p>Content</p>