

Curriculum Mapping: GCSE Edexcel Business

Year 10: Theme 1 Investigating small business (50% of the qualification) - This unit concentrates on the key issues and skills involved in enterprise. It provides a framework to consider the marketing, financial, human and operational issues involved in starting and running a small business.			
	Autumn	Spring	Summer
	<p>Introduction to Business</p> <p>1.1 Enterprise and Entrepreneurship 1.2 Spotting a Business Opportunity</p>	<p>Business & Finance</p> <p>1.3 Putting a business idea into practise 1.4 Making the Business Effective</p>	<p>Business & Economy</p> <p>1.5 Influences on Business Theme 1 Revision: case studies</p>
	<p>Concepts/Tier 3 vocabulary</p> <p><i>Business enterprise, Entrepreneurship, Risk and Reward, The Dynamic Nature of Business, obsolete, Customer needs, Market Research, Market Segmentation, The Competitive Environment, qualitative and quantitative data.</i></p>	<p>Concepts/Tier 3 vocabulary</p> <p><i>Business Aims and Objectives, Business Revenue, costs and profit, Break-even, margin of safety and break-even graphs, Cash and cash-flow, Sources of business finance, The options for small businesses, Business location, The marketing mix, Business plan</i></p>	<p>Concepts/Tier 3 vocabulary</p> <p><i>Business stakeholders, Technology and business, Legislation and business, The economy and business, External influences, Consumer Incomes, Economic Climate, Exchange Rate, Inflation, Interest Rate, Taxation</i></p>
Year 10	<p>Justification:</p> <p><i>Students are introduced to the dynamic nature of business in relation to how and why business ideas come about. They consider the impact of risk and reward on business activity and the role of entrepreneurship.</i></p> <p><i>Students will develop an understanding of the impact to business of new technology, products becoming obsolete and changing customer needs. This will be applied to new businesses.</i></p> <p><i>Students will research an entrepreneur of their choice; this will allow them to understand the role of entrepreneurship and what it takes to run a new company.</i></p> <p><i>Students 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.</i></p>	<p>Justification:</p> <p><i>Students will use their prior knowledge of how new ideas come about and focus on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects.</i></p> <p><i>Students will develop an understanding of key financial concepts including profit and loss, cash flow and financial objectives. Students will use numeracy skills to calculate breakeven and draw breakeven graphs.</i></p> <p><i>Students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.</i></p>	<p>Justification:</p> <p><i>Students 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. Students will explore how businesses respond to these influences.</i></p> <p><i>Students will also explore interested parties in relation to business. They will look at a key misconception with the difference between a stakeholder and shareholder.</i></p> <p><i>Student will use their prior knowledge to analyse and evaluate start up business in case studies.</i></p>

	<p>Assessment:</p> <ul style="list-style-type: none"> • Students will sit end of topic summative assessments with questions that mirror questions and command words from the GCSE. Questions will apply all assessment objectives from the GCSE which are: AO1: Demonstrate knowledge and understanding of business concepts and issues, AO2: Apply knowledge and understanding of business concepts and issues to a variety of contexts and AO3: Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions. Students will start with lower mark questions and develop their exam writing skills throughout the year and assessment will reflect this. • Furthermore, there will be peer assessment and key terms test throughout the year that serve as an opportunity to review key terms and retrieve prior learning. • For all assessment types, students reflect on their progress and set themselves targets.
	<p>Wider reading/Cultural capital:</p> <p>Students are expected to immerse themselves in a business-like mindset and to pay attention to the world around them. They should watch the news regularly and be aware of what is happening in the economy and how the issues could impact business. They should watch documentaries, asking questions about how products are made and businesses are run. Students are encouraged to participate in virtual workshops from tutor2u on business topic and assessment preparation. Students will learn about the world of business through real and relevant local and international brands. Outside speakers will come in to talk about the relevance of Business in the world of work.</p>

Year 11: Theme 2 Building a business (50% of the qualification) - This unit builds on Year 10 and examines how a business develops beyond the start-up phase. It focuses on practical methods used to build up a business, with an emphasis on aspects of marketing, customer service, financial and people management. It also considers the impact of the wider world on the success or failure of a business.

	Autumn	Spring	Summer
Year 11	<p>Growing & Established Business</p> <p>2.1 Growing a business 2.2 Making marketing decisions</p>	<p>Functional areas of a business</p> <p>2.3 Making operational decisions 2.4 Making financial decisions 2.5 Making human resource decisions</p>	<p>Revision & Exam preparation</p> <p>Past papers Retrieval practice</p>
	<p>Concepts/Tier 3 vocabulary</p> <p><i>Business growth, Changes in business aims and objectives, Business and globalisation, Ethics, the environment and business, 4Ps – Product, Price, Promotion, Place, Using the marketing mix</i></p>	<p>Concepts/Tier 3 vocabulary</p> <p><i>Business operations, working with suppliers, stock bar graphs, managing quality, the sales process, Business calculations, Understanding business performance, Organisational structures, Effective recruitment, Effective training and development, Motivation</i></p>	<p>Concepts/Tier 3 vocabulary</p> <p><i>Revision of all topic covered in year 10 & 11, exam techniques and past paper practice.</i></p>

<p>Justification:</p> <p><i>Theme two builds on students' prior knowledge of small and start up business to investigate growing & established Business</i></p> <p><i>Students 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. Students will be made aware of the ethical dilemmas and responsibilities faced by firms and individuals through case studies.</i></p> <p><i>Students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace. This topic has a lot of scope for students to use their own prior knowledge and interest when using the marketing mix.</i></p>	<p>Justification:</p> <p><i>Following on from marketing decisions students will look at the other 3 functional areas of an established business. They will make links between functional areas of business and how they interact.</i></p> <p><i>In operations, students focus on meeting customer needs through the design, supply, quality and sales decisions a business makes.</i></p> <p><i>Following on from 1.3 Putting a business idea into practice, students will expand on their business numeracy skills. Students 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.</i></p> <p><i>Finally, in human resources, students develop the understanding of how human resource departments are run, which gives them an advantage in the world of work. Students will explore how a growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity.</i></p>	<p>Justification:</p> <p><i>This allows students to consolidate their learning, practise exam style questions, and develop effective exam strategies in preparation for their GCSE business exams.</i></p> <p><i>Both Theme 1 & 2 in the Edexcel GCSE course allow students to have a strong foundation should they wish to continue studying business at A Level.</i></p>
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