

Westbourne Academy Curriculum Planning Document Subject: GCSE Business: Year 11

Timescale	Autumn		Spring		Summer	
Unit Title	Topic 1.5 Understanding external influences- continued Topic 2.1 Growing the business	Topic 2.2 Making marketing decisions - cont Topic 2.3 Making operational decisions	Topic 2.5 Making human resource decisions	Topic 2.4 Making Financial decisions		
Key knowledge	<ol style="list-style-type: none"> Ways businesses grow Public limited companies Financing growth Why businesses objectives change Globalisation International trade Ethics and business. Environmental issues 	<ol style="list-style-type: none"> Product Pricing strategies Promotion Place Integrated marketing mix Business operations and technology Managing stock Suppliers and procurement Managing quality Customer service and the sales process 	<ol style="list-style-type: none"> Organisational structures Effective communication Different ways of working Job roles and responsibilities Effective recruitment Developing employees Importance of training Motivating employees 	<ol style="list-style-type: none"> Interpreting business data Gross and net profit Profit margins and ARR <p>EXAM PRACTICE</p>		
Key terminology	<i>Organic, inorganic, market share, merger, takeover, backward vertical, public limited companies, sale of assets, stock market floatation, trade barriers, protectionist measures, tariffs, quota, subsidies, infant and domestic industries, trade blocs, Globalisation, ethics, sustainable, environment, climate change, carbon footprint</i>	<i>Design mix, aesthetics, product life cycle, extension strategy, premium price, volume and margin strategy, public relations, sponsorship, advertising, Product trials, branding, cookies, channels of distribution, retailing, e-tailing, manufacturer, competitive advantage, job, batch and flow production, productivity, capital intensive, automated, economies of scale, just in time, just in case, procurement, quality control, quality assurance, sales process</i>	<i>Hierarchical, flat structures, centralised, decentralised, chain of command, span of control, downsize, delayer, line managers, jargon, excessive communication, informal and formal communication, insufficient communication, flexible working, remote working, permanent contracts, job description, personal specification, salary, wage, formal/informal training, performance management, retention, motivation, self-learning, flexible workforce, empowerment, autonomy, job rotation, job enrichment, piece rate, commission, professional workers, overtime, fringe benefits.</i>	<i>Gross profit/ net profit, cost of sales, expenses, profit margins, average rate of return</i>		

Assessment (methods to assess)	<ul style="list-style-type: none"> • End of unit assessment • Problem Solving question • SMHW quizzes. • Exam style questions • Y11 PRE paper 1 	<ul style="list-style-type: none"> • End of unit assessment • Problem Solving question • SMHW quizzes. • Exam style questions 	<ul style="list-style-type: none"> • End of unit assessment • Problem Solving question • SMHW quizzes. • Exam style questions Y11 PRE paper 2 	<ul style="list-style-type: none"> • End of unit assessment • Problem Solving question • SMHW quizzes. • Exam style questions. 		
Links to other units in KS4.	Topic 1.5 understanding external influences/ Topic 1.4 Making the business effective/ Topic 1.3 putting the business idea into practice	Topic 1.2 spotting a business opportunity/ Topic 1.4 Making the business effective/ Topic 2.5 Making Human resource decisions	Topic 1.5 understanding external influences/ Topic 1.4 Making the business effective/ Topic 1.3 putting the business idea into practice	Topic 1.3 putting the business idea into practice		