**Year 11 GCSE Business Overview**

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|  | Autumn | Spring | Summer |
| Big Ideas | Ways of growing a business  Reasons for changing business aims and objectives  Business in a global context  Marketing mix decisions  The significance of how a business operates, it suppliers, quality of output and way goods and services are sold | Financial decision making  Interpreting the performance of a business  The importance of employees in the success of a business, how to motivate and retain employees. | Revision, review exam practice |
| Topics | Topic 2.1 Growing the business   * Business growth * Changing aims and objectives * Business and globalisation * Ethics, the environment and business   Topic 2.2 Making marketing decisions   * Product * Price * Promotion * Place * Using the marketing mix to make business decisions   Year 11 PPE  Topic 2.3 Making operational decisions   * Business operations * Working with suppliers * Managing quality * The sales process | End of topic 2.3  Topic 2.4 Making financial decisions   * Business calculations * Understanding business performance   Topic 2.5 Making human resource decisions   * Organisational structures * Effective recruitment * Effective training and development * Motivation |  |
| Vocabulary | Tier 3 vocabulary: Glossary of business terms to be given out: 2.1, 2.2, 2.3  <https://www.bbc.co.uk/bitesize/examspecs/z98snbk> | Tier 3 vocabulary: Glossary of business terms to be given out: 2.4, 2.5  <https://www.bbc.co.uk/bitesize/examspecs/z98snbk> |  |
| Skills | Students will continue to develop these skills:  Literacy:  Discussion, creating an argument, comprehension (finding the evidence), interpreting business information, learning keyword meanings, using keywords in explanations and discussions.  Numeracy:   * calculate costs, revenues, profit * gross profit margin and net profit margin ratios * percentages and percentage changes * averages * average rate of return on investment * cash-flow forecasts, including total costs, total revenue and net cash flow.   Interpretation:   * information from graphs and charts * profitability ratios (gross profit margin and net profit margin) * financial data, including profit and loss, average rate of return and cash-flow forecasts * marketing data, including market research data * market data, including market share, changes in costs and changes in prices.   Written:  Identify, outline, explain, analyse, evaluate. | | |
| Assessment | Formative assessment every lesson.  Range of learning & skill-based homework.  End of unit assessments focusing mainly on list and explain command words.   * 1. Unit test   2. Unit test   Y11 PPE | Formative assessment every lesson.  Range of learning & skill-based homework.  End of unit assessments focusing mainly on list and explain command words.   * 1. Unit test   2. Unit test   3. Unit test | Formative assessment every lesson.  Range of learning & skill-based homework.  Year 11 PPE  Practice exam questions  Final external examination:  Paper 1Investigating a Small Business  Paper 2 Building a Business |
| Core concepts | Business growth, global business, marketing mix in the context of larger businesses, business operations, business finance, human resources including motivation and its significance. | | |
| \*SMSC Links | SMSC in Business  In Business students are encouraged to explore sexism, racism and discrimination through the discussion of laws and recruitment and the implications on businesses. Students are encouraged to express their own opinions and explore different examples. Students also explore their own feelings and outlooks and reflect upon topics such as ethics.  **Moral development in Business**  In Business students look at employment legislation and investigate discrimination in the workplace. Student also complete a unit of work on ethics in business and investigate why some business adopt ethical practices while others do not.  **Cultural development in Business** In Business students look at the impact of the EU and how this impacts business trade. Students are encouraged to explore the wealth of different countries and how developed they are. Students will research less economically developed countries and the impact this has on businesses and people.  **Social development in Business**  In Business students work collaboratively on a range of projects, particularly on the Enterprise unit where they have to work together as a small business and develop product ideas and marketing strategies. Students then present their ideas to the rest of the class in a Dragons Den lesson. Throughout the GCSE, students are encouraged to develop their team working skills through collaborative work and research. | | |
| Enrichment | * Enterprise club * Wider reading * The business news * Student-led activities are encouraged | | |
| Impact | Students are required to memorise key words for each unit and use them in their written responses. A successful student will be able to use key words and apply them to business concepts in an accurate way and develop a chain of reasoning demonstrating cause and effect. In longer answers, students will be able to link concepts together to generate a high-level response. Students should develop their knowledge of small and medium sized businesses and identity elements of the marketing mix being used well. They should be able to accurately interpret business information and make suitable recommendations for changes or solving problems and be able to justify their reasoning. Studying Business will help to build their knowledge of work/careers, and the importance of products and services to consumers in the world around them. They will learn to consider moral and ethical issues in the business world and weight up the significance of these. | | |

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| Ways to support student learning in this subject |
| * Encourage the completion of homework. * Encourage use of the BBC Business News app * Encourage discussion of business news. * Discuss lesson topics and * Encourage self-assessment and reflection using personalised learning checklists (PLCs) * Practice understanding of key words using the glossary. * Refer students to LaunchPad revision materials * Purchase CGP revision guides and workbooks for independent revision and practice |