

DAOS Edexcel Business Studies Curriculum Map

Year Group: 11 GCSE Business. Theme 2; Building a Business

Overall Intent	Helping students to understand human behaviour, the complex nature of modern society – including businesses, markets and the consequences of government actions. Developing students’ ability to understand, and respond to, the threats and opportunities that evolve in society. To give students an indication as to potential viable learning and career paths in future.					
Time period	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topics/subtopics	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	Examinations
Crucial Learning Content	2.1.1 Business Growth 2.1.2 Changes in Business aims and objectives 2.1.3 Business and Globalisation 2.1.4 Ethics, the environment and business	2.2.1 Product 2.2.2 Price 2.2.3 Promotion 2.2.4 Place 2.2.5 Using the marketing mix to make business decisions	2.3.1 Business operations 2.3.2 Working with suppliers 2.3.3 Managing quality 2.3.4 The sales process	Revision of 1.3.2 -1.3.4 2.4.1 Business calculations 2.4.2 Understanding business performance	2.5.1 Organisational structures 2.5.2 Effective recruitment 2.5.3 Effective training and development 2.5.4 Motivation Revision.	

Sequence	<p>Students further their knowledge of business aims and objectives learned in 1.3.1 by considering how these change over time and with changing external factors such as competition. Complex factors such as globalisation are introduced to widen the application of several business ideas to international markets.</p>	<p>The marketing knowledge gained in 1.4.3 is expanded upon by investigating each of the elements of the marketing mix in greater detail. In particular, students will investigate how different changes to the marketing mix can affect other elements.</p>	<p>The material here builds on learning in 1.3. Operational processes involved in holding stocks, or not, are investigated and different systems evaluated. The notion of 'quality' and how to control for this in whole organisations is studied.</p>	<p>Further work on 1.3 is carried out with students investigating more complex calculations such as gross and net profit ratios. Investment appraisal is also introduced via the Average Rate of Return.</p>	<p>Students investigate and evaluate different corporate structures and evaluate this in terms of how it promotes business success. The Human Resources function is also studied, including an analysis and evaluation of different ways of motivating workers.</p>	
Skills Acquired	<p>Problem-solving and decision-making skills relevant to business</p> <p>Analytical and evaluation skills</p> <p>Quantitative skills-calculations in a business context</p> <p>Interpretation and use of quantitative data in business context to support, inform and justify</p> <p>Communication and interpersonal skills</p>	<p>Business calculations The concept and calculation of:</p> <p>gross profit</p> <p>net profit</p> <p>gross profit margin</p> <p>net profit margin</p> <p>average rate of return.</p> <p>The use and interpretation of quantitative business data to support, inform and justify business decisions:</p>	<p>Problem-solving and decision-making skills relevant to business</p> <p>Analytical and evaluation skills</p> <p>Quantitative skills-calculations in a business context</p> <p>Interpretation and use of quantitative data in business context to support, inform and justify</p> <p>Communication and interpersonal skills</p>	<p>Problem-solving and decision-making skills relevant to business</p> <p>Analytical and evaluation skills</p> <p>Quantitative skills-calculations in a business context</p> <p>Interpretation and use of quantitative data in business context to support, inform and justify</p> <p>Communication and interpersonal skills</p>	<p>Examination technique to shorter and longer mark questions.</p>	<p>Exams</p>

		information from graphs and charts financial data marketing data				
Assessment	2.1 Growing the Business	2.2 Making marketing decisions Year 11 Trial exams 1	2.3 Making operational decisions Year 11 Trial exams 1	2.4 Making financial decisions	2.5 Making human resource decisions Year 11 Trial exams 2 Practice questions Practice papers	
Link to Business A Level	A level Business Theme 1 Marketing and People (The market, Market research and Market positioning)	A level Business 2: Theme 2 managing a Business (Revenue /Costs and Profits)	A level Business Theme 1: Marketing and People- (Recruitment/selection)	A level Business Theme 3: Business strategy : (investment appraisal	A level Business Theme 1 , 2 and 3	N/A

<p>End Point</p>	<p>To develop both a theoretical and practical understanding of business growth, domestically and internationally. To understand how ethical, as opposed to legislative factors affect business behaviour.</p>	<p>To be able to analyse and apply the different elements of the marketing mix to of build a competitive advantage. To understand that the elements of the marketing mix can affect each other.</p>	<p>To understand the processes involved in each operational stage (stocks, quality etc) and how the effectiveness of each stage affects the overall success of the whole firm, e.g. competitive costing and pricing, effective customer service etc.</p>	<p>To further develop understanding of how the firm's success can be monitored and measured using a range of financial data and ratios</p>	<p>To understand the processes involved in each of the elements of the human resource function. To understand that appropriate organisational structure, recruitment, training and staff motivation are crucial elements of business success.</p>	
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