

# Culcheth High School Key Stage 4 Curriculum Map 2020 – 2021

GCSE Business Year 11

Edexcel



	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Key Concepts	<b>Theme 1: Topics 1.1 – 1.5</b>	<b>2.4 Topic 2.4 – Making financial decisions</b>	<b>2.5 Making human resources decisions</b>	<b>Theme 2: Topics 2.1 – 2.5</b>	<b>2.5 Making human resources decisions continued</b>	<b>Theme 1 Investigating Small Businesses and Theme 2 Growing a Business</b>
Themes	<p>Retrieval and Elaboration Practice – Mixed topics from Theme 1 Investigating Small Business</p> <p>1.1 Enterprise and Entrepreneurship 1.2 Spotting a business opportunity 1.3 Putting a business idea into practice 1.4 Make a business effective 1.5 Understanding external influences on business</p>	<p>-Business calculations – the concept and calculation of gross profit and net profit, and the calculation and interpretation of the gross profit margin, the net profit margin and the average rate of return -11C, (Retrieval and elaboration for Groups B and D)</p> <p>-Understanding business performance – the use and interpretation of quantitative business data to support, inform and justify business decisions, and the use and limitations of financial information.</p>	<p>-Organisational structures – different organisational and when each is appropriate, the importance of effective communication and different ways of working</p> <p>-Effective recruitment – different job roles and responsibilities, and how businesses recruit people</p>	<p>Retrieval and Elaboration Practice – Mixed topics from Theme 1 Investigating Small Business</p> <p>2.1 Growing the business 2.2 Making marketing decisions 2.3 Making product decisions 2.4 Making financial decisions 2.5 Making human resource decisions</p>	<p>-Effective training and development – how and why businesses train and develop employees</p> <p>-Motivation – the importance of motivation in the workplace and how businesses motivate employees</p>	<p>Retrieval and Elaboration Practice – Mixed topics from and Theme 2 Growing a Business</p> <p><b>Theme 1 Investigating Small Business</b> 1.1 Enterprise and Entrepreneurship 1.2 Spotting a business opportunity 1.3 Putting a business idea into practice 1.4 Make a business effective 1.5 Understanding external influences on business</p> <p><b>Theme 2 Growing a Business</b> 2.1 Growing the business 2.2 Making marketing decisions 2.3 Making product decisions</p>

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						2.4 Making financial decisions 2.5 Making human resource decisions
Writing Whole school literacy focus	<p><b>The spelling of Key Terms:</b> 1.1 Enterprise, Entrepreneur, Consumer, Obsolete, E-commerce, M-Commerce, Social Media, Payment platforms, Marketplace</p> <p>1.2 Cash-flow, Sales revenue, Risk, Financial Reward, Market Research, Revenue forecast, Investment, Start-up Stakeholder, Ethics, USP, Values, Loyalty, Market Share, Economy</p> <p>1.3 Convenience, viable, market research, Focus groups, Target market, Sample, Generation Y, Data, Biased, Ethics, Source, Chamber of Commerce, Trade association, Analysis, Qualitative, Quantitative, Trade</p>	<p><b>The spelling of Key Terms:</b> Gross profit Net profit Cost of sales, Profit margin, Average rate of return, Inflation</p> <p>Variable, Interpreting data, Infographic, Demographic, Qualitative data, balance</p> <p><b>Analysing and Evaluation:</b> Focus on numeracy questions and technique.</p> <p>Exam question structure – BLT format for 6,9 and 12 mark question structure</p>	<p><b>The spelling of Key Terms:</b> Layers, Span of Control, Accountability, Jargon, Flexible working, Freelancer, Roles, Responsibilities, Salary band, Internal and external recruitment.</p> <p><b>Analysing and Evaluation:</b> Exam question structure</p>	<p><b>The spelling of Key Terms:</b> 2.1 Research and development, E-Commerce, Innovation, Merger, Takeover, Public limited company, Multinational Assets, Interest, Secured, Dividends, Stock market flotation, Stock exchange, Degree of competition, Market Share, Culture, Retrenchment, Organisational structure, Product portfolio, Globalisation, Imports, Exports, Domestically, Tariff, Protectionist measure, Trading bloc, Localise, Ethics, Stakeholder, Trade-off, Profit margin, Green audit, Sustainability, Finite resource, Pressure group, Boycott, Viral marketing, Lobbying</p>	<p><b>The spelling of Key Terms:</b> Formal and informal training, Self-learning, Productivity, Legislation, Motivation, Retain, Fringe benefits, Autonomy, Non-financial methods, Job satisfaction</p> <p><b>Analysing and Evaluation:</b> Exam structure technique. Developing higher-level responses 6, 9, 12 mark questions</p>	<p><b>The spelling of Key Terms</b> See all Topics</p> <p><b>Analysing and Evaluating:</b> Exam structure technique for all questions – focus on numeracy and developing 3, 9, 12 mark questions using the BLT method.</p>

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	<p>association, Analysis, Incentive, valid.</p> <p>1.4 Segmentation, Demographics, Axes, SWOT analysis, Threats, Opportunities Market Share, Profit, Social objective</p> <p>Revenue, Income stream, viable, Income statement, Stakeholder, Break-even point, margin of safety,</p> <p>1.5 Credit, Overheads, Insolvent, consumables, Trade credit, Overdraft, Cheque, Venture capital, Return on investment, Stakeholders, Share capital, Credit check, Security, Asset, Guarantor, Retained profit, Crowd-Funding</p> <p><b>Analysing and Evaluating:</b> Focus on numeracy questions and technique.</p> <p>Exam question structure –BLT format for 6,9 and 12 mark question structure</p>			<p>2.2 Mass market, Generic, Niche market, Discontinued, Emotive language, Medium, Sales promotion, Stock, Pressure group, Viral advertising, E-commerce, M-Commerce, Retailing, E-tailing, Mark-up, Third-party platform, Integrated marketing mix, Patent.</p> <p>2.3. Bespoke, Automation, Profit margin, Economies of scale, Downtime, Standardised, Cost per unit, Supply chain management, Procurement, Variable costs, Fluctuate, Logistics, Perishable, Quality mark, Competitive advantage, Transaction, Metric, Differentiate.</p> <p>2.4 Gross profit Net profit Cost of sales, Profit margin, Average rate of return, Inflation.</p> <p>Variable, Interpreting data, Infographic,</p>		
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				<p>Demographic, Qualitative data, Balance. 2.5 See Topic 2.5 <b>Analysing and Evaluating</b></p> <p>Exam structure technique. Developing higher-level responses 6, 9, 12 mark questions</p>		
<p>Spiritual, Moral, Social and Cultural theme (SMSC) Fundamental British Values</p>	<p>Entrepreneurs, risk and reward and the role of entrepreneurship in the country.</p> <p>Spotting Business opportunities, understanding competition and successful UK business examples.</p> <p>Spotting Business opportunities, marketing and the role of data when understanding demographics, the role of social media and understanding competition and successful UK business examples.</p>	<p>Business calculations required by British law and understanding British performance.</p>	<p>Growing a business, recruitment, training and motivation.</p>	<p>See all from Theme 2</p>	<p>Aims and objectives for Businesses, financial aspects that face British Businesses.</p>	<p>See all from Theme 1 and Theme 2</p>

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	<p>Aims and objectives for Businesses, financial aspects that face British Businesses. Link to Brexit and current business and economic news</p> <p>Options for a Business start-up in the UK, locations, social aspects and the marketing mix, using British business examples throughout</p>					
Key Assessment Focuses, Suggested Assessments and Feedback Week	<p>Topic-specific Quality Marked Assessment (QMA)</p> <p>Key terms bingo and quick quizzes throughout</p>	<p>Topic-specific Quality Marked Assessment (QMA)</p> <p>Key terms bingo and quick quizzes throughout</p>	<p>Topic-specific Quality Marked Assessment (QMA)</p> <p>Key terms bingo and quick quizzes throughout</p>	<p>Topic-specific Quality Marked Assessment (QMA)</p> <p>Key terms bingo and quick quizzes throughout</p>	<p>Topic-specific Quality Marked Assessment (QMA)</p> <p>Key terms bingo and quick quizzes throughout</p>	<p>Topic-specific Quality Marked Assessment (QMA)</p> <p>Key terms bingo and quick quizzes throughout</p>
Special Events						
Possible Visits	<p>Visits to London to include- H of P, Old Bailey, RCJ, B of E, The crystal, Science museum, Warner Bros studio, financial district.</p> <p>External speakers</p>					