

Culcheth High School Key Stage 4 Curriculum Map 2026 - 2027

Subject: Business Year 11

Exam Board: Edexcel



	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Key Concepts	Topic 2.1 Growing a business Topic 2.2: Making marketing decision	Topic 2.3 – Making operational decisions	Topic 2.4 – Making financial decisions	2.5 Making human resources decisions	Theme 1 Investigating Small Businesses and Theme 2 Growing a Business	Theme 1 Investigating Small Businesses and Theme 2 Growing a Business
Themes	- Business and globalisation – the impact of globalisation on businesses, barriers to international trade and how businesses compete internationally - Ethics, the environment and business – the impact of ethical and environmental considerations on businesses - Product – The design mix, product life cycle and differentiation. - Price – Pricing strategies	- Business operations – production process - Working with suppliers- the role of procurement, logistics, managing stock and quality control - The sales process - the importance of good customer service	- Business calculations – the concept and calculation of gross profit and net profit - The calculation and interpretation of the gross profit margin, the net profit margin and the average rate of return - Understanding business performance – the use and interpretation of quantitative business data to support, inform and justify business decisions, and the	- Organisational structures – different organisational structures and when each is appropriate, the importance of effective communication and different ways of working - Effective recruitment – different job roles and responsibilities, and how businesses recruit people - Effective training and development – how and why	Retrieval and Elaboration Practice – Mixed topics Theme 1 Investigating Small Business 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 Theme 2 Growing a Business	Retrieval and Elaboration Practice – Mixed topics Theme 1 Investigating Small Business 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 Theme 2 Growing a Business

	- Promotion – Advertising strategies - Place – Retailing and E-retailing - The integrated marketing mix		use and limitations of financial information.	businesses train and develop employees Motivation – the importance of motivation in the workplace and how businesses motivate employees	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	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
Writing whole school literacy focus	The spelling of key terms: - 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 - Marketing Mix - Aesthetic - Viable - Product Portfolio - Economies of Scale - Maximise	The spelling of key terms: - Bespoke - Automation - Profit Margin - Economies of scale - Downtime - Standardisation - Cost per unit - Supply Chain Management - Procurement - Variable Costs - Fluctuate - Logistics - Perishable - Quality Mark - Competitive Advantage - E-tailing - Retailing - Transaction - Quantitative - Metric - Qualitative - Differentiated Analysing and Evaluation: Exam question structure – BLT	The spelling of key terms: - Gross profit - Net profit - Cost of sales - Profit margin - Average rate of return - Inflation - Variable - Interpreting data - Infographic - Demographic - Qualitative data - Balance Analysing and Evaluation: Focus on numeracy questions and techniques. Exam question structure – BLT format for 6,9 and 12 mark question structure	The spelling of key terms: - Layers - Span of Control - Accountability - Jargon - Flexible working - Freelancer - Roles - Responsibilities - Salary band - Internal and external recruitment. Analysing and Evaluating: Exam question structure	The spelling of key terms: See all Topics Analysing and Evaluating: Exam structure technique for all questions – focus on numeracy and developing 3, 9, 12 mark questions using the BLT method.	The spelling of key terms: See all Topics Analysing and Evaluating: Exam structure technique for all questions – focus on numeracy and developing 3, 9, 12 mark questions using the BLT method.

	• Unique Selling Price • Mass Market • Generic • Niche • Mass • Discontinued • Emotive Language • Medium • Sales Promotion • Stock, Pressure Group • Viral Advertising • E-commerce • M-Commerce • Retailing • E-Retailing • Markup • Third Party Platform • Integrated Marketing Mix	format for 6,9 and 12 mark question structure				
Spiritual, Moral, Social and Cultural theme (SMSC) Fundamental British Values	Link to real-life case studies and current business news, for example, controversial business decisions, and political decisions that impact business, employees and customers.	Link to real-life case studies and current business news, for example, controversial business decisions, political decisions that impact business, employees and customers.	Business calculations are required by British law and understanding of British performance.	Growing a business, recruitment, training and motivation.	See all from Theme 1 and Theme 2	See all from Theme 1 and Theme 2
Key Assessment Foci, suggested Assessments and Feedback week	Topic-specific Quality Marked Assessment (QMA) Key terms bingo and quick quizzes throughout	Topic-specific Quality Marked Assessment (QMA) Key terms bingo and quick quizzes throughout	Topic-specific Quality Marked Assessment (QMA) Key terms bingo and quick quizzes throughout	Topic-specific Quality Marked Assessment (QMA) Key terms bingo and quick quizzes throughout	Topic-specific Quality Marked Assessment (QMA) Key terms bingo and quick quizzes throughout	Topic-specific Quality Marked Assessment (QMA) Key terms bingo and quick quizzes throughout
Special Events					Enterprise activity to aid revision theory.	

Possible Visits	External speakers
CEIAG - Possible Employer Engagement Activities	Local and national businesses examined during teaching. Possibility of guest speakers from small businesses to discuss key areas of business theory.