



## Year 11 Curriculum Overview

### Rationale:

GCSE Business students have 5 lessons over a two week timetable. Year 11 explores how a business develops beyond the start-up phase. It focuses on the key business concepts, issues and decisions used to grow a business, with emphasis on aspects of marketing, operations, finance and human resources. Students will also consider the impact of the wider world on the decisions a business makes as it grows. In year 11 students will be introduced to national and global business contexts and will develop an understanding of how these contexts can affect business behaviour and decisions. National contexts build on those studied in year 10, which relate to businesses operating in more than one location or across the UK. Global contexts relate to non-UK or transnational businesses. Students must develop an understanding of the interdependent nature of business activity through interactions between business operations, finance, marketing and human resources, as well as the relationship between the business and the environment in which it operates. Students must understand how these functional areas influence business activity and how interdependencies and relationships between them underpin business decisions.

Term/Length of Time	Outline	Assessment/Teacher Feedback Opportunities	Homework and Literacy resources
Autumn 1	<p><b>Topic 2.1 Growing the business.</b> Students explore the impact of globalisation and the ethical and environmental questions facing businesses. Students will learn how businesses compete internationally with the use of internet and e-commerce. How business must change the marketing mix to compete internationally.</p> <p>Taking appropriate action, establishing and maintaining team organisation. Analysing, synthesising and reasoning skills. Exam technique and structure.</p>	<p>Interleaving assessment Topic 2.1 Growth, 35 minutes. This assessment will be completed under formal supervision within an allocated lesson. The questions will assess students knowledge and understanding topic 2.1 content and build their confidence in application. Students will receive a mark and GCSE grade as well as written feedback. Students will have allocated lesson time to respond to the teacher's feedback.</p>	<p>All business students need to Learn key terms for Topic 2.1 and Complete stated PEIs for each sub topic that is taught in lessons. PEI; Point, Explain and Impact on the business. This is the basis for all exam questions.</p> <p>Complete Practice exam questions from Edexcel Business revision workbook on Topic 2.1.</p> <p>Videos to support understanding knowledge and content to support Topic 2.1 Growing the business. BBC Bitesize Topic 2.1 - <a href="https://www.bbc.co.uk/bitesize/topics/zdnmqp3">https://www.bbc.co.uk/bitesize/topics/zdnmqp3</a></p> <p>Two Teachers Videos –Video on organic and inorganic <a href="https://www.twoteachers.co.uk/videos">https://www.twoteachers.co.uk/videos</a></p> <p><b>Optional homework tasks and Literacy resources</b></p>

	Wider enrichment opportunities – Weekly News on Business and the economy		Optional activity for Topic 2.1. Research Shrinkflation, what products have been affected and what has the impact been on consumers. <a href="https://www.theguardian.com/business/2022/may/19/shrinkflation-bites-popular-food-brands-quietly-downsize-while-charging-same-price-or-more">https://www.theguardian.com/business/2022/may/19/shrinkflation-bites-popular-food-brands-quietly-downsize-while-charging-same-price-or-more</a>
Autumn 1 & 2	<p><b>Topic 2.3 Making operational decisions.</b> This topic will focus on meeting customer needs through the design, supply, quality and sales decisions a business makes.</p> <p>Students will explore the purpose of business operation operations, to produce goods and to provide services.</p> <p>Students will explore Production processes: different types: job, batch, flow. Also, understand the impact of different types of production processes: keeping productivity up and costs down and allowing for competitive prices.</p> <p>Students will learn about the impacts of technology on production: balancing cost, productivity, quality and flexibility.</p>	<p>Interleaving Assessment Topic 1.5, 2.1 &amp; 2.2, 40 minutes. This assessment will be completed under formal supervision within an allocated lesson. The questions will assess their skill of application. Students will receive a mark and GCSE grade as well as written feedback. Students will have allocated lesson time to respond to the teacher’s feedback.</p> <p>Year 11 Mock - Paper 2 includes Topic 2.3. 90 minutes. This mock will be completed under formal supervision in the main hall. The questions will assess their skill of application. Students will receive a mark and GCSE grade as well as written feedback. Students will</p>	<p>All business students need to Learn key terms for Topic 2.3 and Complete stated PEIs for each sub topic that is taught in lessons. PEI; Point, Explain and Impact on the business. This is the basis for all exam questions.</p> <p>Complete Practice exam questions from Edexcel Business revision workbook on Topic 2.3.</p> <p>Videos to support understanding knowledge and content to support Topic 2.3 Making operational decisions. BBC Bitesize Topic 2.3 - <a href="https://www.bbc.co.uk/bitesize/topics/zdnmqp3">https://www.bbc.co.uk/bitesize/topics/zdnmqp3</a></p> <p>Two Teachers Videos <a href="https://www.twoteachers.co.uk/videos">https://www.twoteachers.co.uk/videos</a></p> <p><b>Optional homework tasks and Literacy resources</b> Optional activity for Topic 2.3. Research the following production methods and report back how they apply to each business.</p> <ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=78CLC0QyY_s">https://www.youtube.com/watch?v=78CLC0QyY_s</a> (Job production: The Glamburger’ video – this can also be used to consider added value/branding/USPs/premium pricing, etc. from Theme 1.)</li> </ul>

	<p>Students will learn about the sales process and the importance of providing good customer service.</p> <p>Relationship-building skills – teamwork, expert thinking, metacognition, creativity.</p> <p>Exam technique and structure.</p> <p>Wider enrichment opportunities – Weekly News on Business and the economy</p>	<p>have allocated lesson time to respond to the teacher’s feedback.</p>	<ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=mtRT6hjXfWg">https://www.youtube.com/watch?v=mtRT6hjXfWg</a> (<b>Batch production:</b> Tomato Ketchup (How it is made) video – The ketchup is cooked in batches.)</li> <li>• <a href="https://www.youtube.com/watch?v=gZrv81wY8HQ">https://www.youtube.com/watch?v=gZrv81wY8HQ</a> (<b>Flow production:</b> Viennetta video (production line shorts))</li> </ul>
Autumn 2 & Spring 1	<p><b>Topic 2.5 Making human resource decisions.</b> Students will explore different ways of working: part time, full time and flexible hours. Permanent, temporary, and freelance contracts. The impact of technology on ways of working: efficiency, remote working.</p> <p>Students will learn about different job roles and responsibilities: directors, senior managers, supervisors / team leaders, operational and support staff.</p> <p>Students will explore How businesses recruit people</p>	<p>End of Topic 2.5 Assessment, 40 minutes. This assessment will be completed under formal supervision within an allocated lesson. The questions will assess their skill of application. Students will receive a mark and GCSE grade as well as written feedback. Students will have allocated lesson time to respond to the teacher’s feedback.</p> <p>Full Paper 2 over 2 lessons. 90 minutes. This</p>	<p>All business students need to Learn key terms for Topic 2.5 and Complete stated PEIs for each sub topic that is taught in lessons. PEI; Point, Explain and Impact on the business. This is the basis for all exam questions.</p> <p>Complete Practice exam questions from Edexcel Business revision workbook Topic 2.5.</p> <p>Videos to support understanding knowledge and content to support Topic 2.5 Making human resource decisions BBC Bitesize Topic 2.5- <a href="https://www.bbc.co.uk/bitesize/topics/zdnmqp3">https://www.bbc.co.uk/bitesize/topics/zdnmqp3</a></p> <p>Two Teachers Videos <a href="https://www.twoteachers.co.uk/videos">https://www.twoteachers.co.uk/videos</a></p> <p><b>Optional homework tasks and Literacy resources</b> Optional activity for Topic 2.5. Mini investigation into a large business, what methods of recruit does the business adopt. Look at the</p>

	<p>discussing recruitment documents such person specification and job description, application form, CV.</p> <p>Students will learn how and why businesses train and develop employees. Students will learn about the importance of motivation in the workplace: attracting employees, retaining employees, productivity.</p> <p>Intrapersonal skills, work autonomously, be self-motivating and self-monitoring.</p> <p>Exam technique and structure.</p> <p>Wider enrichment opportunities – Weekly News on Business and the economy</p>	<p>assessment will be completed under formal supervision within an allocated lessons. The questions will assess their skill of application. Students will receive a mark and GCSE grade as well as written feedback. Students will have allocated lesson time to respond to the teacher’s feedback.</p>	<p>vacancy section on their website to research whether they require a CV or job application. What fringe benefits does this business offer.</p>
Spring 2	<p><b>Topic 2.4 Making financial decisions.</b> Students will explore the tools a business has to support financial decision-making, including ratio analysis and the use and limitation of a range of financial information.</p> <p>Students will also learn how to calculate Average Rate of Return</p>	External Exams	<p>All business students need to Learn key terms for Topic 2.4 and Complete stated PEIs for each sub topic that is taught in lessons. PEI; Point, Explain and Impact on the business. This is the basis for all exam questions.</p> <p>Complete Practice exam questions from Edexcel Business revision workbook 2.4.</p> <p>Videos to support understanding knowledge and content to support Topic 2.4 Making financial decisions.</p> <p><b>Optional homework tasks and Literacy resources</b></p>

	<p>and how it can help businesses to make profitable decisions.</p> <p>The use and interpretation of quantitative business data to support, inform and justify business decisions.</p> <p>Exam technique and structure.</p> <p>Wider enrichment opportunities – Weekly News on Business and the economy</p>		<p>BBC Bitesize Topic 2.4  <a href="https://www.bbc.co.uk/bitesize/topics/zdnmqp3">https://www.bbc.co.uk/bitesize/topics/zdnmqp3</a></p> <p>Two Teachers Videos  <a href="https://www.twoteachers.co.uk/videos">https://www.twoteachers.co.uk/videos</a></p>
Summer 1	<p>Interleaving context. Revision of Theme 1 topic and Theme 2 topics.</p> <p>Reflective teaching to meet needs of students and their areas of development.</p>		