










Curriculum Content Map

Subject: Business

Year group: 11

	TERM 1		TERM 2		Revision	
Unit title & description	Making marketing decisions	Making operational decisions	Making operational decisions Making financial decisions	Making human resources decisions	Revision/end of year exams	Revision/end of year exams
Sequencing - Why is this taught and now?	Students already have an understanding of the marketing mix from their Year 10 studies, but will not combine this with larger business context introduced in HT1	This content is episodic and so does not necessarily build on previous knowledge. However, students understanding of factors such as RCP will underpin their ability to access this content.	This content is episodic and so does not necessarily build on previous knowledge. However, students understanding of factors such as RCP will underpin their ability to access this content.	This content is episodic and so does not necessarily build on previous knowledge. However, students understanding of factors such as RCP will underpin their ability to access this content.		
Knowledge 	Product – product life cycle, design mix Price – pricing strategies and impact of PLC on pricing decisions Promotion – types of promotion for large businesses Place – e-commerce vs physical stores	Different types of production and advantages/disadvantages of each The importance of working with suppliers The impact of logistics on business decisions The sales process	Organisational structures and their impacts on business decision making Formulas for GP % / NP % and ARR	Motivation in the workplace Organisational structures and their impacts on business decision making Recruitment processes		-
Skills 	Use of financial formulas to understand RCP/BE Interpretation of data on business performance Decision making skills when considering business decisions and their impacts on RCP	Decision making skills when considering business decisions and their impacts on RCP Ability to recognise uncertainty and weigh risk against reward when making locational decisions	Recognising conflicting objectives when developing an effective marketing mix Interpretation of financial data within business plans	Recognising conflicting objectives when developing an effective marketing mix		
Retrieval practice Prior knowledge and skills that are revisited	Retrieval of RCP and BE formulas	Cash flow forecasting completion and implications on sources of finance requirement	Locational factors RCP calculations Types of business ownership – advantages/disadvantages and context	Locational factors Business aims and objectives Market research		

<p>Literacy including extended writing</p> 	<p>Tier 3 terminology: demand, cash flow, insolvency, unlimited liability</p> <p>Tier 2 terminology: autonomy, independence</p> <p>Extended writing on decision making regarding business ownership and location</p>	<p>Tier 3 terminology: qualitative, quantitative, reliability, validity, segmentation</p> <p>Extended writing on quality management</p>	<p>Tier 3 terminology: qualitative, quantitative, reliability, validity, segmentation, economic manufacture, product life cycle, branding</p> <p>Tier 2 terminology: proximity</p> <p>Extended writing on decision making regarding marketing research and business location</p>	<p>Tier 3 terminology: economic manufacture, product life cycle, branding</p> <p>Tier 2 terminology: aesthetics</p> <p>Extended writing on decision making regarding marketing mix</p>		
<p>Numeracy</p> 	<p>Use of formulas to calculate RCP/BE/CF</p> <p>Calculation of start-up costs facing businesses</p> <p>Calculation of interest on bank loans</p>	<p>Using market research data to inform business decisions (e.g. pie charts, bar graphs)</p>	<p>Cost/benefit analysis on marketing mix decisions</p>	<p>Cost/benefit analysis on marketing mix decisions</p>		
<p>Enrichment learning</p> 	<p>Review of how venture capital is used by looking at a Dragons Den pitch and analysing why the pitch was successful</p>	<p>Project learning on market research decisions</p>	<p>Evaluation of firm's marketing mix decisions</p>	<p>Evaluation of firm's marketing mix decisions</p>		
<p>British values</p> 	<p>Morality and fairness when considering non-financial aims and objectives of a business</p>	<p>Morality and fairness when considering non-financial aims and objectives of business research</p>	<p>Morality when students considered pricing decisions in relation to MM</p>	<p>Morality when students consider types of employment, recruitment and motivation practices</p>		
<p>Character</p> 	<p>Students will regularly redraft exam style questions in order to build their resilience. They will also have opportunities to present business ideas in front of the class at a PwC trip helping to build their self esteem</p>	<p>Students will regularly redraft exam style questions in order to build their resilience. They will also have opportunities to present business ideas in front of the class at a PwC trip helping to build their self esteem</p>	<p>Students will regularly redraft exam style questions in order to build their resilience. They will also have opportunities to present business ideas in front of the class at a PwC trip helping to build their self esteem</p>	<p>Students will regularly redraft exam style questions in order to build their resilience. They will also have opportunities to present business ideas in front of the class at a PwC trip helping to build their self esteem</p>		
<p>Careers</p> 	<p>Through the involvement of local businesses, pupils will gain an in depth understanding of the role of an entrepreneur. There will also be the opportunity for</p>	<p>Through the involvement of local businesses, pupils will gain an in depth understanding of the role of an entrepreneur. There will also be the opportunity for</p>	<p>Through the involvement of local businesses, pupils will gain an in depth understanding of the role of an entrepreneur. There will also be the opportunity for</p>	<p>Through the involvement of local businesses, pupils will gain an in depth understanding of the role of an entrepreneur. There will also be the opportunity for</p>		

		a trip to a 'Big 4' accountancy firm so that pupils can understand more about potential career opportunities in finance	a trip to a 'Big 4' accountancy firm so that pupils can understand more about potential career opportunities in finance	a trip to a 'Big 4' accountancy firm so that pupils can understand more about potential career opportunities in finance	a trip to a 'Big 4' accountancy firm so that pupils can understand more about potential career opportunities in finance		
Assessment opportunities		Students will complete a knowledge assessment with extended writing and a skills test to interpret coastal processes	Students will complete a knowledge assessment with extended writing and a skills test on climate data and graph interpretation	Students will complete a knowledge assessment with extended writing and a skills test on climate data and graph interpretation	Students will complete a knowledge assessment with extended writing and a skills test on mapping tectonic hazards and distribution		
Personalised challenge for all: SEND, HPA		SEND - Scaffolding for extended writing, worked examples to understand cash flow/BE and dual coding for sources of finance understanding HPA - Wider range of cash flow/BE calculations to compare and contrast	SEND - Scaffolding for extended writing, dual coding for market research examples HPA – Greater depth of interpretation and analysis of market research data which yields unique insights	SEND - Scaffolding for extended writing, dual coding for market research examples HPA – Greater depth of interpretation and analysis of market research data which yields unique insights	SEND - Scaffolding for extended writing, dual coding for MM HPA – wider range of examples of conflicts between MM decisions		