

Walthamstow Academy - Year 11 Curriculum Experience GCSE Business

Term	GCSE BUSINESS Curriculum Content	Assessment(s)	Extra-Curricular Options <i>(Places to visit; videos; wider reading; clubs to join)</i>
<p>Year 11 GCSE Business Curriculum Overview:</p> <p>Theme 2 examines 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. Theme 2 also considers the impact of the wider world on the decisions a business makes as it grows. In this theme, students will be introduced to national and global business contexts and will develop an understanding of how these contexts impact business behaviour and decisions. National contexts build on those in Theme 1 and 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. Teaching approaches to the content must reflect this.</p>			
Year 11 HT1	<p>Unit Title: 2.1 Growing the business</p> <p>Students are introduced to methods of growth and how and why business aims, and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored. Promotion & Financial Records.</p> <p>Students will learn about:</p> <ul style="list-style-type: none"> • Business growth • Changes in business aims and objectives • Business and globalisation • Ethics, the environment, and business 	<p>Past paper questions</p> <p>Understanding context</p> <p>Case study</p>	<p>www.bbcbitsize.co.uk</p> <p>www.tutor2u.co.uk</p> <p>www.youtube.com</p> <p>(exam tips and practise)</p>

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<p style="text-align: center;">Year 11 HT2</p>	<p>Unit Title: 2.2 Making marketing decisions Students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.</p> <p>Students will learn about:</p> <ul style="list-style-type: none"> • Product • Price • Promotion • Place • Using the marketing mix to make business decisions 	<p style="text-align: center;">PPE 2 1hr30mins</p>	<p style="text-align: center;"> www.tutor2u.co.uk www.bcbitsize.co.uk www.youtube.com (exam tips and practise) CGP Business Revision Guides 9-1 </p>
<p style="text-align: center;">Year 11 HT3</p>	<p>Unit Title: 2.3 Making operational decisions This topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.</p> <p>Students will learn about:</p> <ul style="list-style-type: none"> • Business operations • Working with suppliers • Managing quality • The sales process 	<p style="text-align: center;">Reading comprehensions PPE 2 X2 60 mins papers</p>	<p style="text-align: center;"> www.tutor2u.co.uk www.bcbitsize.co.uk www.youtube.com (exam tips and practise) </p>
<p style="text-align: center;">Year 11 HT4</p>	<p>Unit Title: Topic 2.4 Making financial decisions 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 style="text-align: center;">Past paper questions Activity sheets fact files Assessment of quantitative skills</p>	<p style="text-align: center;"> www.bcbitesize.co.uk www.tutor2u.co.uk </p>

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	<p>Students will learn about:</p> <ul style="list-style-type: none">• Business calculations• Understanding business performance		
<p>Year 11 HT5</p>	<p>Unit Title: Topic 2.5 Making human resource decisions Growing a business means that decisions relating to organisational structure, recruitment, training, and motivation need to be made to influence business activity. These aspects are considered in this final topic.</p> <p>Students will learn about:</p> <ul style="list-style-type: none">• Organisational structures• Effective recruitment• Effective training and development• Motivation	<p>Paper 2 preparation and practise</p>	<p>www.aqa.co.uk www.youtube.com (exam tips and practise)</p>