



Curriculum Map – Dawlish College

Subject: Y11 Business Studies

Year group: Year 11

| | Autumn | | Spring | | Summer | |
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| | Autumn 1 | Autumn 2 | Spring 1 | Spring 2 | Summer 1 | Summer 2 |
| <i>Declarative Knowledge – 'Know What'</i> | 2.1 Growing the Business 2.1.1 and 2.1.2 Covered in the summer term of Y10 2.1.3 Business and Globalisation: The impact of globalisation on businesses: imports, exports, location 2.1.3 Business and Globalisation: Barriers to international trade 2.1.3 Business and Globalisation: How businesses compete internationally 2.1.4 Ethics, the environment and business: The impact of ethical and environmental considerations on businesses 2.4 Making financial decisions 2.4.1 Business calculations: the concept and calculation of gross profit and net profit 2.4.1 Business calculations: | 2.2 Making marketing decisions 2.2.1 Product: design mix 2.2.1 Product: product life cycle 2.2.1 Product: the importance of differentiating a product 2.2.2 Price: pricing strategies and influences on pricing strategies 2.2.3 Promotions: appropriate promotion strategies 2.2.3 Promotions: The use of technology in promotion 2.2.4 Place: methods of distribution 2.2.5 Using the marketing mix to make business decisions: influence of each element of the mix, how to build a competitive advantage Theme 1 Revision and | 2.4 Making financial decisions 2.4.2 Understanding business performance: the interpretation and use of quantitative data to support, inform and justify business decisions 2.4.2 Understanding business performance: the use and limitations of financial information 2.5 Making human resource decisions 2.5.1 Organisational structures: different organisational structures 2.5.1 Organisational structures: The importance of effective communication 2.5.1 Organisational structures: Different ways | 2.3 Making operational decisions 2.3.1 Explain the purpose of business 2.3.2 Explain how different production processes effect business costs 2.3.3 Explain how technology impacts business costs, productivity and flexibility 2.3.4 Explain how businesses manage stock using stock graphs and Just in Time stock control 2.3.5 Analyse the importance of relationships with suppliers 2.3.6 Evaluate the impact of stock and procurement decisions on the businesses objectives Revision for exams Exam technique Theme 1 content Theme 2 content | Revision for exams Exam technique Theme 1 content Theme 2 content | Revision for exams Exam technique Theme 1 content Theme 2 content |



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| | <p>the concept and calculation of gross profit margin, net profit margin, and average rate of return</p> <p>Theme 1 Revision and exam technique in preparation for PPE's</p> | <p>exam technique in preparation for PPE's</p> | <p>of working</p> <p>2.5.2 Effective recruitment: different job roles and responsibility</p> <p>2.5.2 Effective recruitment: how businesses recruit people</p> <p>2.5.3 Effective training and development: how businesses train and develop employees</p> <p>2.5.3 Effective training and development: why businesses train and develop employees</p> <p>2.5.4 Motivation: the importance of motivation in the workplace</p> <p>2.5.4 Motivation: how businesses motivate employees</p> | | | |
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| Skills | 2.1 Growing the Business | 2.2 Making Marketing Decisions | 2.4 Making financial decisions | 2.3 Making operational decisions | Revision focus and recap | Revision focus and recap |
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| <i>Sequential Knowledge – ‘Know How’</i> | <p>Identify the difference between internal and external growth</p> <p>Analyse the benefits and drawbacks of different methods of growth</p> <p>Identify the causes of changes in aims and objectives</p> <p>Analyse and evaluate the impact of globalisation</p> <p>Analyse the impact of tariffs and trade blocs</p> <p>Analyse the use of internet and marketing mix to compete internationally</p> <p>Analyse and evaluate how ethics, the environment and pressure groups influence business decisions</p> <p>2.4 Making financial decisions</p> <p>Calculate gross profit</p> <p>Calculate net profit</p> | <p>Explain how a business designs products</p> <p>Explain the life cycle of a product</p> <p>Explain how a business extends the life of a product</p> <p>Explain how businesses differentiate products</p> <p>Explain how a business determines pricing strategies</p> <p>Analyse the influences on pricing strategy</p> <p>Explain how a business determines what promotion to use</p> <p>Explain how technology has changed promotion</p> <p>Identify the</p> | <p>How to calculate cash flow and interpret cash flow diagrams</p> <p>How to interpret financial data</p> <p>Interpret financial graphs and charts, financial data, marketing data, and market data</p> <p>Analyse quantitative business data to make business decisions</p> <p>2.5 Making human resource decisions</p> <p>Explain different organisational structures</p> <p>Analyse the benefits and drawbacks of a hierarchical and flat structure</p> <p>Analyse the benefits and drawbacks of a</p> | <p>Explain the purpose of business</p> <p>Explain how different production processes affect business costs</p> <p>Explain how technology impacts business costs, productivity and flexibility</p> <p>Explain how businesses manage quality through quality control systems</p> <p>Identify the sales process</p> <p>Explain the importance of good customer service</p> <p>Explain how businesses manage stock using stock graphs and Just in Time stock control</p> <p>Analyse the importance of relationships with suppliers</p> <p>Evaluate the impact of</p> | <p>Structure 3 mark ‘explain’ type questions</p> <p>Structure 6 mark ‘discuss and analyse’ type questions</p> <p>Structure 9 mark ‘justify’ type questions</p> <p>Structure 12 mark ‘evaluate’ type questions</p> <p>How to interpret data from a case study to pick out relevant information</p> <p>Rooting answers in the given context</p> <p>Effective language use</p> <p>PEEL methodology</p> | <p>Structure 3 mark ‘explain’ type questions</p> <p>Structure 6 mark ‘discuss and analyse’ type questions</p> <p>Structure 9 mark ‘justify’ type questions</p> <p>Structure 12 mark ‘evaluate’ type questions</p> <p>How to interpret data from a case study to pick out relevant information</p> <p>Rooting answers in the given context</p> <p>Effective language use</p> <p>PEEL methodology</p> |



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| | <p>Calculate gross profit margin</p> <p>Calculate net profit margin</p> <p>Calculate average rate of return</p> <p>Analyse the financial performance of the business</p> <p>How to calculate revenue, costs, profit and profit margins.</p> | <p>different methods of distribution</p> <p>Analyse and evaluate marketing mix decisions to give a business a competitive advantage</p> | <p>centralised and decentralised structure</p> <p>Explain the impact of insufficient and excessive communication</p> <p>Explain what barriers prevent good communication</p> <p>Explain the reasons for a business to offer different types of contracts, hours, and ways of working</p> <p>Explain the purpose of different job roles and responsibilities within those roles</p> <p>Explain the process of recruitment for a business</p> <p>Analyse the reasons for internal and external recruitment</p> <p>Explain the different ways a</p> | <p>stock and procurement decisions on the businesses objectives</p> | | |
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| | | | <p>business can train new staff</p> <p>Explain why training is important</p> <p>Explain why motivation is important</p> <p>Explain how businesses motivate people</p> | | | |
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| | <p>The factors identified below have been referred to throughout the course: Developing Knowledge and Understanding of answering different exam questions of varying marks. Focus on assessment objectives</p> <ul style="list-style-type: none"> • AO1 Demonstrate knowledge and understanding of business concepts and issues • AO2 Apply knowledge and understanding of business concepts and issues to a variety of contexts • AO3 Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions <p>Exam focus across all units:</p> <ul style="list-style-type: none"> • Recall key terms, formulas and concepts • Structure 3 mark 'explain' type questions. • Structure 6 mark 'discuss and analyse' type questions. • Structure 9 mark 'justify' type questions. • Structure 12 mark 'evaluate' type questions. | | | | | |
| Key Questions | <p>2.1 Growing the Business</p> <p>What is the most appropriate method of growth?</p> | <p>2.2 Making marketing decisions</p> <p>What makes a good product?</p> <p>What determines the price for a product?</p> | <p>2.4 Making financial decisions</p> <p>What are the different ways we can compare financial data?</p> <p>What are the indicators</p> | <p>2.3 Making operational decisions</p> <p>Which production process is most appropriate for certain products?</p> <p>How has technology</p> | <p>Revision focus</p> <p>How do you effectively use command words, structure and conciseness to maximise time</p> | <p>Revision focus</p> <p>How do you effectively use command words, structure and conciseness to maximise time</p> |



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| | <p>What source of finance should a business use to grow?</p> <p>What are the benefits and drawbacks of being a public limited company?</p> <p>What causes aims and objectives for a business to change?</p> <p>How has globalisation changed business?</p> <p>How do barriers to trade impact business?</p> <p>What must a business do to be able to compete internationally?</p> <p>How does ethics and environmental concerns impact a business?</p> <p>Should a business choose to be ethical at the expense of profit?</p> <p>2.4 Making financial decisions</p> <p>What is the difference between gross profit and net profit?</p> | <p>What is the most appropriate promotional activity for a business?</p> <p>How do the components of the marketing mix interlink?</p> <p>What makes an effective marketing strategy?</p> <p>How significant is the role of social media in marketing today?</p> | <p>of a good financial performance?</p> <p>What does this piece of financial data tell me about the business?</p> <p>2.5 Making human resource decisions</p> <p>What are the differences between a hierarchical and flat organisational structure?</p> <p>What makes effective communication?</p> <p>Why might a business choose to have different ways of working?</p> <p>What is the difference between permanent, temporary, flexible hours and freelance contracts?</p> <p>What job roles come with what responsibility?</p> <p>What are the different stages of recruitment?</p> <p>Should we recruit internally or externally?</p> | <p>impacted operations in business?</p> <p>How can a business improve productivity?</p> <p>Which method of stock control is more effective for a business?</p> <p>How does a supplier affect operations for a business?</p> <p>What is the best way to manage quality?</p> <p>What makes good customer service?</p> | <p>available?</p> | <p>available?</p> |
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| Link to prior learning | <p>1.1 Links to aims and objectives (1.3), options (1.4), the economy and external influences (1.5)</p> <p>2.4 Link to financial calculations (1.3), currency exchange (1.5)</p> <p>Financials link to Mathematics curriculum</p> | <p>1.2 Links to use of tech in business, market research gathering, social media, market mapping, SWOT, segmentation (1.2)</p> | <p>2.4 Link to financial calculations (1.3), currency exchange (1.5)</p> <p>Financials link to Mathematics curriculum</p> <p>2.5 Links to ideas into practice (1.3) and objectives and growth strategies (2.1)</p> | <p>2.3 Links to appropriate growth strategy (2.1), financial indicators (2.4) HR decisions (2.5)</p> | All curriculum | All curriculum |
| Preparation to later learning | <p>Leads to Level 3 study such as Pearson Edexcel A Level Business, Pearson Edexcel A Level Economics, or BTEC Nationals Level 3 in Business</p> | <p>Leads to Level 3 study such as Pearson Edexcel A Level Business, Pearson Edexcel A Level Economics, or BTEC Nationals Level 3 in Business</p> | <p>Leads to Level 3 study such as Pearson Edexcel A Level Business, Pearson Edexcel A Level Economics, or BTEC Nationals Level 3 in Business</p> | <p>Leads to Level 3 study such as Pearson Edexcel A Level Business, Pearson Edexcel A Level Economics, or BTEC Nationals Level 3 in Business</p> | <p>Leads to Level 3 study such as Pearson Edexcel A Level Business, Pearson Edexcel A Level Economics, or BTEC Nationals Level 3 in Business</p> | <p>Leads to Level 3 study such as Pearson Edexcel A Level Business, Pearson Edexcel A Level Economics, or BTEC Nationals Level 3 in Business</p> |
| Literacy/ Numeracy/ SMSC/ Character | <p>Literacy: Reading of case studies, research as well as group and class discussion.</p> <p>Numeracy: Calculations in a business context and interpretation and use of quantitative data in business contexts to support, inform and justify business decisions.</p> <p>SMSC</p> <p>Spiritual development: students explore discrimination in the workplace and are encouraged to explore these concepts and challenge the actions that businesses do take or should take. Enabling students to develop empathy and allow them to take into consideration other people aims, values, principles and beliefs</p> <p>Moral development: Students evaluate, comment upon and discuss various moral issues relating to business practices. Students consider the political, social, environmental and technological issues arising from a business decision.</p> <p>Social development: Development of team working skills through collaborative work and research</p> <p>Cultural development: Students look at the changes in society and how they can affect businesses.</p> <p>Character: case studies will look at entrepreneurs that have demonstrated various characteristics including confidence, resilience, aspiration, Initiative. Students will also have the opportunity to develop these through an enterprise activity. Students will also demonstrate these personally throughout the course when studying different concepts.</p> | | | | | |