

YEAR 11

CURRICULUM MAP

GCSE Business



ST JAMES'
CATHOLIC HIGH SCHOOL

						HT5: Revisiting	HT6:	EOY Assessment Point
				HT4:	Assessment Point: Summative or AFL	Overarching unit intent: Review of all units 1 week on Unit 1 1 week on Unit 2 1 week on Unit 3 & 4 1 week on Unit 5&6	<u>N/A</u>	HT1 – HT6 <u>Key Disciplinary Knowledge</u> Units 1-6 – knowledge and understanding of all topic areas <u>Key Concepts</u> Interdependent nature of business activity, influences on business, business operations, finance marketing and human resources; and how they fit together to underpin all decisions that are made by businesses.
				HT3:	HT3 and HT4			
HT1: Marketing	HT2: Finance			Overarching unit intent:				
<u>Overarching unit intent:</u> What is the purpose of marketing and how does it influence business activity. How can businesses identify and understand their customers? Market segmentation including ways that businesses will target their products/services at different segments. Why is it important for a business to conduct market research, inc quantitative and qualitative data. Interdependence nature of marketing mix	<u>Overarching unit intent:</u> The role of finance within a business and how it influences business activity How do new and established businesses fund themselves? Why is cash flow important to a business and how cash flow forecasts are constructed and interpreted? What is meant by revenue, costs, profit and loss, including break even and how are gross and net profit ratios calculated.	HT1 & HT2 <u>Key disciplinary knowledge</u> Topic keywords Marketing knowledge test Finance knowledge test Revision Plan checking and feedback Mock Exam paper 1 and paper 2 (covering all units) <u>Key Concepts</u> What is the overriding impact upon businesses. How can topics learnt in units 1,2,3 and 4 have an affect on marketing and finance	Overarching unit intent: Feedback from mock exam. Analysis of key questions with particular focus on areas of weakness and building on areas of strength. Structure of long answer questions using past examples to assist. Specific key exam questions completed. Interleaving – For example - How does a small business (Unit 1) market their products (Unit 5)	Overarching unit intent: Financial calculations and interpreting data, inc marketing data. How is quantitative data and qualitative data used within a business context. Interleaving – For example - How does a small business (Unit 1) raise finance (Unit 6)	HT3 and HT4 <u>Key disciplinary knowledge</u> Topic keywords Knowledge test Dynamic Learning <u>Key Concepts</u> How can business information and evidence from calculations help to develop arguments and make justified decisions about businesses.			