YEAR 11

## CURRICULUM MAP

GCSE Business



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								EOY Assessment Point
							HT6:	HT1 – HT6
						HT5: Revisiting		
				HT4:	Assessment Point:	Overarching unit intent:	N/A	Key Disciplinary
					Summative or AFL	<u> </u>		<u>Knowledge</u>
								Units 1-6 – knowledge and
			HT3:	Overarching unit	HT3 and HT4	Review of all units		understanding of all topic
				<u>intent:</u>	Marralia dia limana			areas
	HT2: Marketing	Assessment Point: Summative or AFL	Overarching unit intent:	Feedback from mock	<u>Key disciplinary</u> <u>knowledge</u>	1 week on Unit 1		
		Summative of AFL		exam.	<u>kilowieuge</u>	1 Week on out 1		<u>Key Concepts</u>
HT1: Marketing		HT1 & HT2	The role of finance		Topic keywords	1 week on Unit 2		Interdependent nature of
	Why is it important for	1111 0 1112	within a business and	Analysis of key				business activity,
Overarching unit intent:	a business to conduct	Key disciplinary	how it influences	questions with	Knowledge test	1 week on Unit 3 & 4		"
<u>intent:</u>	market research, inc	<u>knowledge</u>	business activity	particular focus on	D	1 week on Unit 5&6		influences on business,
What is the purpose of	quantitative and		How do new and	areas of weakness and building on areas of	Dynamic Learning	1 week on out 500		
marketing and how	qualitative data.	Topic keywords  Marketing knowledge	established businesses	strength.	Key Concepts			business operations,
does it influence	Interdependence	test	fund themselves?	0.				finance
business activity.	nature of marketing mix	Finance knowledge		Structure of long	How can business			marketing
How can businesses		test	Why is cash flow	answer questions using	information and			and human resources;
identify and understand			important to a business	past examples to assist.	evidence from			
their customers?		Revision Plan checking	and how cash flow forecasts are	Specific key exam	calculations help to develop arguments and			and how they fit together
	Catholic Social teaching	and feedback	constructed and	questions completed.	make justified decisions			to underpin all decisions that are made by
Market segmentation	Catholic Social teaching	Mock Exam paper 1	interpreted?	, p	about businesses.			businesses.
including ways that	The option for the poor	and paper 2 (covering		Interleaving – For				
businesses will target their products/services	and the vulnerable – Distribution of wealth and	all units)	What is meant by	example - How does a				
at different segments.	finance		revenue, costs, profit	small business (Unit 1) market their products				
		Key Concepts	and loss, including break even and how are	(Unit 5)				
		What is the overriding	gross and net profit	(55)				
Cathalia Cast III		impact upon	ratios calculated.	Financial calculations				
Catholic Social Teaching.		businesses.		and interpreting data,				
Human Dignity - Ethical			<u>Careers</u>	inc marketing data.				
Marketing		How can topics learnt in	Discussion about	How is quantitative				
		units 1,2,3 and 4 have an affect on marketing	Post-16 choices in	data and qualitative				
		an affect on marketing	Business					



			data used within a business context.		
			Interleaving – For example - How does a small business (Unit 1) raise finance (Unit 6)		
			Careers: Identifying what jobs within the finance sector		
- 1					