

GCSE Business Year 11 Curriculum Overview

Week	1	2	3	4	5	6	7	8
Unit Theme and Assessed Knowledge/ Skills	3.3 Business Operations Continued	The Concept of Quality	Good Customer Service		Summary and assessment	Introduction to Unit 3.5 - Marketing	Market Research	Marketing Mix
Lesson Topics Sequence & Content	1. The factors that influence the choice of suppliers 2. The effects of procurement and logistics on the business 3. Effective supply chain management	4. The importance of quality 5. Total quality management 6. The costs and benefits of maintaining high quality	7. Knowledge assessment and introduction to customer service 8. Methods of good customer service and the increasing use of IT 9. The benefits of good customer service	10. The dangers of poor customer service 11. Case study practice 12. Case study practice	13. Unit 3.3 revision 14. Unit 3.3 Summary Assessment 15. Assessment feedback and improvement	1. Understanding and satisfying customers 2. Market segmentation 3. Market segmentation and market research	4. Methods of market research 5. Market research and decision making 6. Marketing Research data and case study	7. Understanding the marketing mix (4 Ps) 8. Product development 9. Product differentiation - USP/brand image/ knowledge assessment
Key Assessments			Knowledge Assessment (Procurement and logistics)		Unit 3.3 Summary Assessment (Section A, B questions and case study)			Knowledge assessment (Marketing)



Week	9	10	11	12	13	14	15	16
Unit Theme and Assessed Knowledge/ Skills	Mock Exam Prep	Y11 Mock Exams 1		Marketing Mix			Introduction to Unit 3.6 - Finance	Sources of Finance and Cash Flow
Lesson Topics Sequence & Content	10. Units 3.1 - 3.4 revision 11. Units 3.1 - 3.4 revision 12. Units 3.1 - 3.4 revision	Mock Exams Uninterrupted lessons will focus on revision	Mock Exams Uninterrupted lessons will focus on revision	13. Mock Exam feedback (QLA) and improvements 14. The product life cycle 15. Product portfolio and the Boston Matrix	16. Pricing strategies 17. Pricing Strategies cont. 18. Promotional methods	19. Promotional methods cont. 20. Place – channels of distribution 21. Integrating the marketing mix	22. Unit 3.5 Summary Assessment 23. Assessment feedback and improvement 1. Introduction to unit 3.6 - Revisiting costs, revenue and profit	2. Sources of finance 3. The importance of cash flow and the difference between cash flow and profit 4. Cash flow forecasts
Key Assessments		Y11 Mock Exams 1 - Full Paper 1					Unit 3.5 Summary Assessment (Section A, B questions and case study)	



Week	17	18	19	20	21	22	23	24
Unit Theme and Assessed Knowledge/ Skills	Cash Flow Forecasts	Break-Even Analysis	Mock Exam Prep	Y11 Mock Exams 2		Analysing Financial Performance		
Lesson Topics Sequence & Content	5. Cash flow forecasts cont. 6. Interpreting cash flow forecasts and making decisions 7. Investment decision and average rate of return (ARR)	8. Break-even calculation and charts 9. Break-even analysis and evaluation 10. Recap and knowledge assessment	11. Unit 3.1 and 3.2 revision 12. Unit 3.5 revision 13. Case study and extended writing practice	Mock Exams Uninterrupted lessons will focus on revision	Mock Exams Uninterrupted lessons will focus on revision	14. Mock Exam feedback (QLA) and improvements 15. Income statements – structure and interpretation 16. Income statement analysis	17. Statements of financial position – structure and interpretation 18. Statements of financial position analysis 19. Analysing financial performance	20. Unit 3.6 numerical questions practice 21. Unit 3.6 summary assessment 22. Assessment feedback and improvement
Key Assessments		Knowledge Assessment (Finance terms)		Y11 Mock Exams 2 – Full Paper 2				Unit 3.6 Summary Assessment (Section A, B questions and case study)



Week	25	26	27	28	29
Unit Theme and Assessed Knowledge/ Skills	Revision based on question level analysis. A specific breakdown of prioritised topics will be provided at the time.				<i>GCSE Exams Start – 9th May</i>
Lesson Topics Sequence & Content	To be determined at the time based on mock exam performance and individual/whole class needs.				
Key Assessments	Ongoing exam practice across paper 1 and paper 2 (self, peer and teacher assessed).				