

Curriculum Overview – GCSE Business (Year 11)

Sequencing of topics	What knowledge will students develop? (Including key terminology)	What skills will students develop? (Including literacy & numeracy)	Assessment opportunities	Homework opportunities	Personal development (Ursuline Values, Catholic Social Teaching, Cultural Capital, Cross-curricular, Careers)	Curriculum links
Autumn Term						
2.1.1 Business growth	<p>Understanding internal (organic) and external growth</p> <p>Key terms: internal growth, external growth, merger, takeover, economies of scale, diseconomies of scale</p>	<p>Literacy: Using business terminology accurately in written explanations and extended responses</p> <p>Numeracy: Interpreting growth data, revenue figures, and calculating percentage increases</p>	<p>Scenario-based questions</p> <p>Case Study Analysis</p> <p>MCQs</p>	<p>Research a real business that has grown internally or externally</p> <p>Exam-style question on advantages and disadvantages of business growth</p>	<p>Stewardship of creation – considering sustainable growth</p> <p>Common good – evaluating how growth impacts employees and communities</p>	<p>GCSE Business: Theme 2.1 – Growth of business; understanding internal (organic) and external (mergers, takeovers) growth.</p>
2.1.2 Changing Aims and Objectives	<p>aims, objectives, SMART objectives, profit, growth, market share, social responsibility</p>	<p>Literacy: Writing clear SMART objectives using appropriate command words</p> <p>Numeracy: Setting measurable targets and interpreting performance indicators</p>	<p>Scenario-based questions</p> <p>Case Study Analysis</p> <p>MCQs</p>	<p>Write SMART objectives for a start-up and a large business</p>	<p>Human dignity – recognising employees as more than profit-making resources</p> <p>Common good – balancing profit with social responsibility</p>	<p>GCSE Business: Theme 2.1 – How business aims and objectives change with growth and external factors.</p>

2.1.3 Globalisation & Business	Causes and impacts of globalisation on businesses	Literacy: Analysing global case studies and forming balanced arguments Numeracy: Interpreting global trade data and cost comparisons	Scenario-based questions Case Study Analysis MCQs Exam Based Questions	Case study research on a multinational company	Solidarity – understanding global interdependence Preferential option for the poor – evaluating impacts on workers in developing countries	GCSE Business: Theme 2.1 – Impact of globalisation on business operations and opportunities.
2.1.4 Ethics and Business	Ethical considerations in business decisions	Literacy: Developing reasoned ethical arguments using evidence Numeracy: Comparing costs of ethical vs unethical decisions	Scenario-based questions Case Study Analysis MCQs Exam Based Questions	Investigate an ethical issue faced by a well-known business	Human dignity – respecting workers’ rights Stewardship of creation – caring for the environment	GCSE Business: Theme 2.1 – Ethical considerations in decision-making.
2.2.1 Marketing Product	product life cycle, branding, packaging, differentiation	Literacy: Describing product features and justifying design choices Numeracy: Interpreting product life cycle graphs	Scenario-based questions Case Study Analysis MCQs Exam Based Questions	Create a product life cycle diagram Design a new product for a specific target market	Stewardship – designing sustainable products Human dignity – meeting genuine customer needs responsibly	GCSE Business: Theme 2.2 – Marketing: Product decisions and lifecycle
2.2.2 Marketing Price	cost-plus pricing, penetration pricing, skimming, competitive pricing	Literacy: Explaining pricing strategies clearly Numeracy: Calculating prices, profit margins, and break-even points	Scenario-based questions Case Study Analysis MCQs Exam Based Questions	Identify pricing strategies used by real businesses	Justice – fair pricing practices Preferential option for the poor – considering affordability	GCSE Business: Theme 2.2 – Pricing strategies and decision-making

2.2.3 Marketing Promotion	advertising, sales promotion, sponsorship, digital marketing	Literacy: Evaluating promotional messages and persuasive language Numeracy: Analysing promotional budgets and cost effectiveness	Scenario-based questions Case Study Analysis MCQs Exam Based Questions	Analyse a promotional campaign	Truth and integrity – honest marketing communication Human dignity – avoiding exploitation or manipulation	GCSE Business: Theme 2.2 – Promotion and communication
2.2.4 Marketing Place	Distribution channels and how products reach customers	Literacy: Explaining distribution methods clearly	Scenario-based questions Case Study Analysis MCQs Exam Based Questions	Research how different products are distributed	Solidarity – ensuring access to goods for all communities Stewardship – reducing environmental impact of transport	GCSE Business: Theme 2.2 – Distribution methods and supply chains
2.2.5 Marketing Mix & Decisions	How the 4Ps work together to meet customer needs	Literacy: Constructing well-structured marketing analyses Numeracy: Interpreting sales data to support decisions	Scenario-based questions Case Study Analysis MCQs Exam Based Questions	Apply the 4Ps to a named business	Common good – balancing business success with social impact Human dignity – ethical decision-making	GCSE Business: Theme 2.2 – Understanding the 4Ps and marketing decisions
2.3.1 Business Operations	How businesses produce goods and services	Literacy: Explaining processes using accurate terminology Numeracy: Measuring efficiency and productivity	Scenario-based questions Case Study Analysis MCQs Exam Based Questions	Diagram showing inputs, processes, and outputs	Stewardship – responsible use of resources Dignity of work – valuing employees’ contribution	GCSE Business: Theme 2.3 – Operations and production; understanding how businesses produce goods/services efficiently.

2.3.2 Working with Suppliers	Importance of supplier relationships	Literacy: Justifying supplier choices Numeracy: Comparing costs, lead times, and quality data	Scenario-based questions Case Study Analysis MCQs Exam Based Questions	Research how businesses choose suppliers	Justice – fair treatment of suppliers Solidarity – ethical sourcing	GCSE Business: Theme 2.3 – Supply chain management and supplier relationships
2.3.3 Managing Quality	Quality control, quality assurance, total quality management (TQM)	Literacy: Comparing quality methods in written responses Numeracy: Interpreting defect rates and quality data	Scenario-based questions Case Study Analysis MCQs Exam Based Questions	Case study questions	Excellence and stewardship – commitment to high standards Human dignity – protecting consumers	GCSE Business: Theme 2.3 – Methods for ensuring product/service quality
2.3.4 The Sales Process	Sales process, customer needs, after-sales service	Literacy: Communicating clearly with customers	Scenario-based questions Case Study Analysis MCQs Exam Based Questions	Role-play or written sales scenario	Human dignity – respectful customer interaction Truthfulness – ethical selling	GCSE Business: Theme 2.3 – Understanding the stages of selling products and services

Spring Term						
2.4.1 Business Calculations	Revenue, costs, profit, break-even, gross profit, net profit	Literacy: Explaining calculation methods and results Numeracy: Accurate financial calculations and interpretation	Scenario-based questions Case Study Analysis MCQs Exam Based Questions	Exam-style finance questions	Stewardship – responsible financial management Justice – transparent use of resources	GCSE Business: Theme 2.4 – Financial calculations for decision-making
2.4.2 Understanding Performance	Profit, sales growth, market share, customer satisfaction	Literacy: Writing evaluative conclusions Numeracy: Analysing performance data and ratios	Scenario-based questions Case Study Analysis MCQs Exam Based Questions	Analyse performance data from a case study	Common good – measuring success beyond profit Human dignity – considering employee wellbeing	GCSE Business: Theme 2.4 – Measuring and analysing business performance
2.5.1 Organisational Structures	Hierarchy, span of control, centralised, decentralised	Literacy: Explaining management structures Numeracy: Interpreting spans of control	Scenario-based questions Case Study Analysis MCQs Exam Based Questions	Draw organisational charts	Subsidiarity – appropriate decision-making levels Human dignity – valuing employee voice	GCSE Business: Theme 2.5 – Understanding hierarchy and structure in businesses
2.5.2 Effective recruitment	Recruitment, selection, job description, person specification	Literacy: Writing job descriptions and application responses Numeracy: Comparing recruitment costs	Scenario-based questions Case Study Analysis MCQs Exam Based Questions	Create a job advert and job description	Justice – fair and inclusive recruitment Human dignity – equal opportunity	GCSE Business: Theme 2.5 – Recruitment and selection processes

2.5.3 Effective Training	On-the-job training, off-the-job training, induction	Literacy: Evaluating training methods Numeracy: Cost-benefit analysis of training	Scenario-based questions Case Study Analysis MCQs Exam Based Questions	Compare training methods	Dignity of work – valuing personal development Common good – investing in people	GCSE Business: Theme 2.5 – Training methods and development
2.5.4 Motivating Employees	Motivation, financial motivation, non-financial motivation, productivity	Literacy: Explaining motivation theories and strategies Numeracy: Analysing productivity data	Scenario-based questions Case Study Analysis MCQs Exam Based Questions	Research motivation methods used by businesses	Human dignity – respect and wellbeing at work Justice – fair rewards and conditions	GCSE Business: Theme 2.5 – Motivation techniques and their impact on performance ?
Summer Term - Exam Preparation and Past Papers						
Business Exam 1	Past papers					
Business Exam 2	Past papers					