

## Curriculum Map

Subject: Business Studies GCSE

Year Group: 11

Time Period	Autumn Term	Spring Term	Summer Term
<b>Content</b>	<p><b>Theme 2:</b> Building a business</p> <ul style="list-style-type: none"> <li>Topic 2.2 Making marketing decisions</li> <li>Topic 2.3 Making operational decisions</li> </ul>	<p><b>Theme 2:</b> Building a business</p> <ul style="list-style-type: none"> <li>Topic 2.4 Making financial decisions</li> <li>Topic 2.5 Making human resource decisions</li> <li>Theme 1 &amp; Theme 2 Revision</li> </ul>	<ul style="list-style-type: none"> <li>GCSE Business Exams</li> </ul>
<b>Skills</b>	<p><u>Some key skills include:</u></p> <ul style="list-style-type: none"> <li>Analytical</li> <li>Commercial awareness</li> <li>Leadership</li> <li>Organisation</li> <li>Research</li> <li>Team working</li> </ul> <p><i>Note: There will be a lots of other transferable skills.</i></p>	<p><u>Some key skills include:</u></p> <ul style="list-style-type: none"> <li>Time management</li> <li>Organisation</li> <li>Problem solving</li> <li>Independent</li> <li>Motivation</li> <li>Exam skills</li> </ul> <p><i>Note: There will be a lots of other transferable skills.</i></p>	
<b>Key Questions</b>	<ul style="list-style-type: none"> <li>Explain factors that would influence a business to locate in a different country.</li> <li>Analyse the performance of a business when you change its marketing mix.</li> <li>Explain the relationship between the design mix and the product lifecycle.</li> </ul>	<ul style="list-style-type: none"> <li>How might a business use the gross profit margin and net profit margin in order to assess its performance?</li> <li>Explain how a business can use the average rate of return to help make decisions about its future investments.</li> <li>Past paper exam questions</li> </ul>	

Grow and Succeed

High Expectations | Mutual Respect | Quality Learning | Success for All

<b>Assessment week and content</b>	<ul style="list-style-type: none"> <li>▪ Before the end of half term – 2.2 End of topic test on Making marketing decisions</li> <li>▪ Before the end of term – 2.3 End of Topic test on Making operational decisions</li> </ul>	<ul style="list-style-type: none"> <li>▪ Paper 2 Mock</li> <li>▪ Before the end of half term – 2.4 End of topic test on Making financial decisions</li> <li>▪ Before the end of term – 2.5 End of Topic test on Making human resource decisions</li> </ul>	
--	---	--	--

- Grow and Succeed -

Lemsford Lane, Welwyn Garden City, Hertfordshire AL8 6YR

Tel: 01707 321755 • [admin@stanborough.herts.sch.uk](mailto:admin@stanborough.herts.sch.uk) • [www.stanborough.herts.sch.uk](http://www.stanborough.herts.sch.uk) • Company No: 07900439