

SUBJECT NAME BUSINESS



ALDER
Community High School

YEAR GROUP 11

Topic – 2.1 Growing a Business		
Autumn Term 1	Composites - Describe two ways to increase your “scale of operations” - Describe two methods of inorganic growth - Compare different ways to fund expansion - Describe the reasons for a shift in business goals - Explain how aims & objectives change as businesses evolve - Describe the impact of operating internationally	Key Vocabulary Globalisation Imports exports Tariffs Trade bloc Ethics Fair Trade Multinational
	Assessment AFL used throughout lessons in the form of whiteboards and code calling. Mid-point MCQ test to inform planning and reteach of misconceptions also end of topic assessment.	ILS Revision - Knowledge drop, flash cards, condense it, mind map, mnemonics
	How to help at home Use ILS strategies to ask questions on what they have studied in lesson. Check retrieval of the knowledge using the knowledge organisers. Ensure revision is completed on the retrieval grids.	Wider reading Internal (organic) growth - Business growth - Edexcel - GCSE Business Revision - Edexcel - BBC Bitesize
	SMSC - Issues with globalisation – exploitation of workforce - Think about the effects of mergers and takeovers on the workforces - Identify environmental issues and the impact on businesses	Careers Links HR, recruitment, Accountant, project manager,



2.2 Making marketing decisions		
Autumn 2	Composites - Identify Influences on pricing strategies - Able to explain different pricing strategies - Able to explain promotional strategies - Consider methods of distribution - Able to explain how each element of the marketing mix can influence other elements.	Key Vocabulary - Marketing Mix - Product life cycle - Skimming - Penetration pricing - Differentiation - Retailer - E-tailer - Branding
	Assessment AFL used throughout lessons in the form of whiteboards and code calling. Mid-point MCQ test to inform planning and reteach of misconceptions also end of topic assessment.	ILS Revision - Knowledge drop, flash cards, condense it, mind map, mnemonics
	How to help at home Use ILS strategies to ask questions on what they have studied in lesson. Check retrieval of the knowledge using the knowledge organisers. Ensure revision is completed on the retrieval grids. Use the web links to support with wider understanding	Wider reading Function, aesthetics and cost - Product - Edexcel - GCSE Business Revision - Edexcel - BBC Bitesize
	SMSC Copyright, designs and patent acts where products and services are concerned.	Careers Links Marketing manager, product manager, social media marketing, product development officer, product designer, engineer, taste tester, market research assistant.



Our curriculum overviews are currently being revised to align with recent updates to teaching sequences and assessment planning. Once published, they will outline the key composite knowledge in each topic subject. We expect to share these with parents shortly and thank you for your patience during this update.