Curriculum Overview: Pearson Edexcel Business GCSE
Theme 2 Building a Business
Year Group 11

- **What we are learning**: The topic or focus for the half term.
- **Key knowledge & skills**: What students should understand and be able to do.
- **How we assess learning**: knowledge checks, practical tasks, written responses and formal assessments.
- **Key words to know**: Vocabulary students will learn and use.

What your child will learn each half term
This overview shows the key topics, skills, and knowledge your child will be learning in **Business** in **Year 11**. It helps families understand what's being taught, how it builds on previous learning, and how you can support your child at home.

Depending on timing and delivery priorities, 2.1 will be delivered either all or partly in Year 10, it is included on this document to help see curriculum flow.

Half term	What we are learning	Key knowledge	Key skills	How we will assess learning in this unit	Homework
HT 1 2.1 Growing the Business	Students are introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.	How businesses grow Public Limited Companies Internal and External Finance Globalisation Barriers to Trade Ethics Environmental impacts	Using business key terms to support written answers Writing in context Evaluate style	Knowledge check on retrieval activities in class and Team Quizzes Short written tasks on explain questions in class and the end of unit assessment Longer written task – evaluate on EOU assessment	Teams quizzes to build key term confidence Written homework to build context skills Revision for the end of unit assessment – supported by lesson resources on Teams
Key vocabulary for this unit Internal Growth (New Product Development, Innovation, Research and Development); External Growth (Mergers, Takeover); Multinationals; Public Limited Companies; Limited Liability ; Shareholders; Internal Finance (Retained Profit, Selling Assets);External Finance (Loan Capital, Share Capital); Globalisation; Imports; Exports; Tariffs; Trading Bloc; Ethics; Sustainability; Pressure Groups; Boycotts					

Half term	What we are learning	Key knowledge	Key skills	How we will assess learning in this unit	Homework
HT 1 2.2 Making marketing decisions	Students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.	Design Mix Marketing mix Product Life Cycles Differentiation	Using business key terms to support written answers Writing in context	Knowledge check on retrieval activities in class and Team Quizzes Short written tasks on explain questions in class and the end of unit assessment Longer written task – justify on EOU assessment	Teams quizzes to build key term confidence Written homework to build context skills Revision for the end of unit assessment – supported by lesson resources on Teams
Key vocabulary for this unit Design Mix (Function, Aesthetics, Cost); Product; Product Life Cycle (Introduction, Growth, Maturity, Decline); Extension Strategies; Differentiation; Branding; USP; Customer Service; Price; Promotion; Sponsorship; Product Trial; Repeat Purchase; Market Segment; Viral advertising; Targeted adverting; Place; Retailer; e-Tailers; Marketing Mix; Integrated Marketing Mix; Competitive Advantage					
HT 2-3 2.3 Making Operation Decisions	This topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.	Methods of production Stock Control JIT Procurement and logistics	Using business key terms to support written answers Writing in context	Knowledge check on retrieval activities in class and Team Quizzes Short written tasks on explain questions in class and the end of unit assessment Longer written task – evaluate on EOU assessment	Teams quizzes to build key term confidence Written homework to build explain skills Revision for the end of unit assessment – supported by lesson resources on Teams
Key vocabulary for this unit Business Operations; Products; Services; Job Production; Batch Production; Flow Production; Standardised Product; Automation; Stock; Maximum Stock level; Minimum stock level; Re-order level; Lead time; Buffer stock; JIT; Procurement; Logistics; Quality; Quality Control; Quality Assurance; Sales Process; Product Knowledge; Customer engagement; Customer Feedback; Post-sales service; Customer Loyalty					

Half term	What we are learning	Key knowledge	Key skills	How we will assess learning in this unit	Homework
HT 2-3 2.4 Making financial decisions	Students will explore the tools a business has to support financial decision making, including ratio analysis and the use and limitation of a range of financial information.	Gross and Net profit Cost of sales Gross and Net profit margins ARR	Numeracy Interpreting financial information Using calculations to support answer	Knowledge check on retrieval activities in class and Team Quizzes Calculation confidence Formula confidence	Teams quizzes to build key term confidence Revision for the end of unit assessment – supported by lesson resources on Teams
Key vocabulary for this unit Revenue; Fixed Costs; Variable Costs; Total Costs; Breakeven Output; Gross Profit; Net Profit; Gross Profit Margin; Net Profit Margin; ARR					

HT 3-4 2.5 Making human resource decisions	Growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity. These aspects are considered in this final topic.	Organisational structures Communication Ways of working Job Roles Recruitment and Selection Training Motivation	Using business key terms to support written answers Writing in context	Knowledge check on retrieval activities in class and Team Quizzes	Teams quizzes to build key term confidence Due to timing the EOU assessment might not be done
Key vocabulary for this unit Internal Recruitment; External Recruitment; Training; Formal training; Informal training; Self Learning; On-going training; Performance review; Retention; Productivity; Financial Motivators (Remuneration, Bonus, Commission, Fringe Benefits); Non-financial Motivators (Job Rotation, Job enrichment, Autonomy)					