


Business Department – Year 11

 Shirley High Curriculum Map	A Year 11 Business student will draw on their knowledge and understanding of Theme 1 topics. Students will apply a range of quantitative skills relevant to business contexts. This includes calculations, interpretation, use and limitation of quantitative and qualitative data in business contexts to support, inform and justify growth and expansion and the business decisions made along the way.					
	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
	Theme/Topic/Skill:	Theme/Topic/Skill:	Theme/Topic/Skill:	Theme/Topic/Skill:	Theme/Topic/Skill:	Theme/Topic/Skill:
	Topic 2.1 Growing the business	Topic 2.2 Making marketing decisions Topic 2.3 Making operational decisions	2.4 Making financial decisions 2.5 Making people decisions	2.5 Making people decisions Revision and review	Revision and review	Revision and review
Why Now?	In today's world business boundaries are limitless, the next step is for learners to explore how the business can expand (grow) and the changes this may entail and why.	These topic areas build upon how businesses growing size need strategies in how to increase awareness. Then Operational decision making leads from growing the business which in turn increases stock levels and then need to select appropriate suppliers providing the best quality goods.	As sales increase so does the business. By understanding profit margins financial decisions can be made into the future and development of the business -looks at the need to increase the business in terms of size and structure.	This leads on from the half previous term and the recruitment needed as a business grows. New staff need training whilst other staff need motivating	Exam practice and preparation	
Fundamental Concepts	2.1.1 Business growth 2.1.2 Changes in business aims and objectives 2.1.3 Business and globalisation 2.1.4 Ethics, the environment and business	2.2.1 – 2.2.4 4Ps 2.2.5 Using the marketing mix to make business decisions 2.3.1 Business operations 2.3.2 Working with suppliers 2.3.3 Managing quality 2.3.4 The sales process	2.4.1 Business calculations 2.4.2 Understanding business performance 2.5.1 Organisational structures 2.5.2 Effective recruitment	2.5.2 Effective recruitment 2.5.3 Effective training and development 2.5.4 Motivation	Exam practice	
Students will...	Learn about: Business growth: Changes in business aims and objectives Business and globalisation Ethics, the environment and business	Learn about: The marketing mix (4Ps) Using the marketing mix Business operations Working with suppliers: Quality Sales process	Learn about: Business calculations: Understanding business performance The use and limitations of financial information Organisational structures	Learn about: Effective recruitment T&D Motivation	Review: Targeted topic areas	
Language for Life (Key terms/Vocabulary)	Theme topic glossary					
Extended writing Opportunities	Every topic has the opportunity to complete an extended piece of writing. This can be through previous exam questions or case studies.				Use of previous exam questions for short and long answer questions	Use of previous exam questions for short and long answer questions
Maths Across the Curriculum	Histograms, data interpretation, Percentages, graphs, charts	Pricing Strategies: percentages, simple calculations Sales forecasting: data interpretation & manipulation, Mode, median, mean, averages, simple calculations	Formulas, fractions, percentages, forecasting, averages, historical data	HR: addition, multiplication, percentage for workforce calculations		
Links to careers/aspirations	Environmental manager/engineer, environmental protection officer, horticulturist	Marketing related jobs, Branding, advertising. Executive, Procurement Sales, Marketing, Quality control, Retail management	Banking, accounting, financial trader	HR, Sales, Life coach, motivational speaker, Counsellor		
Cultural Capital	Book: Build to Grow: Royston Guest Film/TV: The Coca-Cola Kid Place: Mogfold hotels	Book: The 1page marketing plan: Allan Dib Film/TV: Inside the factory Place: Mars Chocolate Slough	Book: Budgeting practice and organisational structures: David Dugdale Film/TV: Moneyball	Book: Goal Setting: Edwin Locke Film/TV: A beautiful mind / Working at Google		
Practical Application of Skills	Use of in house and commercial revision resources					