

Business Year 11 Curriculum End Points and key vocabulary

	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Unit of Work	2.1 Growing the business	2.2 Making marketing decisions	2.3 Making operational decisions	2.4 Making financial decisions	2.5 Making HR decisions	Exam prep & revision
Ethos Links	Global citizenship - Globalisation, sustainability, ethics	Sustainability - Creativity, product/promotion innovation	STEM - Efficiency, productivity, technology	STEM - Numeracy financial literacy & analysis	MK – Community, people in business	Character - Resilience, exam skills & progression
Knowledge	<ul style="list-style-type: none"> • Methods of growth: internal (new products, innovation, R&D) and external (mergers, takeovers). • How and why aims/objectives change as businesses grow (survival, growth, market share, entering/exiting markets, adapting to tech, legislation). • Impact of globalisation: imports, exports, multinational companies, location decisions. • Barriers to trade: 	<ul style="list-style-type: none"> • The design mix: function, aesthetics, cost and how balance changes with technology/social trends. • Product life cycle stages; extension strategies to maintain sales. • Differentiation of products/services to build competitive advantage. • Pricing strategies: skimming, penetration, competitive, cost-plus, psychological. 	<ul style="list-style-type: none"> • Purpose of business operations: producing goods/services, cost efficiency, quality. • Methods of production: job, batch, flow; pros and cons. • Impact of technology on production: efficiency, costs, flexibility, quality, customer service. • Procurement: supplier choice, reliability, cost, logistics. 	<ul style="list-style-type: none"> • Business financial calculations: revenue, gross profit, net profit. • Profitability ratios: gross profit margin (GPM), net profit margin (NPM). • Average rate of return (ARR) and its interpretation. • How to interpret financial data from charts, graphs, and tables. • How businesses use financial data to assess performance, efficiency, and investment decisions. 	<ul style="list-style-type: none"> • Organisational structures: hierarchical vs flat; centralised vs decentralised. • Effect of structures on communication, decision-making, motivation, efficiency. • Effective communication: importance and barriers. • Different ways of working: full-time, part-time, temporary, permanent, 	<ul style="list-style-type: none"> • Consolidation of Themes 1 and 2. • Making synoptic links between all units: finance, marketing, HR, operations. • Application of theory to case studies and exam-style questions. • Practice in structured responses (analyse, justify, evaluate, build arguments). • Past paper practice, exam strategies, and

	<p>tariffs, quotas, trade blocs.</p> <ul style="list-style-type: none"> • Competing internationally: e-commerce, globalisation, adapting the marketing mix. • Ethical/environmental considerations: sustainability, fair trade, impact on brand image and costs. 	<ul style="list-style-type: none"> • Influences on price: competition, market segment, technology, product life cycle stage. • Promotion: methods (advertising, sponsorship, offers, branding, digital/social media). • Place: distribution methods (retailers, wholesalers, direct online sales). • Importance of integrated marketing mix in building and sustaining advantage. 	<ul style="list-style-type: none"> • Stock management: bar gate stock graphs, Just-in-Time (JIT). • Quality management: quality control vs quality assurance. • Importance of quality for costs, competitiveness, customer satisfaction. • The sales process: product knowledge, speed, efficiency, engagement, after-sales. • Importance of excellent customer service to competitive advantage. 	<ul style="list-style-type: none"> • Limitations of financial data (non-financial info not shown, e.g. morale, reputation, external environment). 	<p>freelance, flexible, remote.</p> <ul style="list-style-type: none"> • Recruitment process: job description, person specification, CV, application forms, internal vs external recruitment. • Training: methods (formal, informal, ongoing, retraining). • Importance of training: adapting to technology, developing skills, motivation, retention. • Motivation methods: financial (pay, bonuses, commission, fringe benefits) and non-financial (job rotation, enrichment, autonomy). 	<p>common pitfalls.</p> <ul style="list-style-type: none"> • Revisiting key quantitative skills: break-even, ratios, ARR, cash flow forecasting.
Key Vocabulary	<p>Growth, internal growth, external growth, merger, takeover, innovation, globalisation, multinational, tariff, quota, trade bloc, ethics, sustainability, R&D.</p>	<p>Design mix, product life cycle (PLC), extension strategy, differentiation, pricing strategy, skimming, penetration, cost-plus, psychological pricing, competitive</p>	<p>Productivity, job production, batch production, flow production, Just-in-Time (JIT), procurement, logistics, supply chain, quality control, quality assurance,</p>	<p>Revenue, costs, gross profit, net profit, gross profit margin (GPM), net profit margin (NPM), average rate of return (ARR), financial data, business performance, solvency, profitability,</p>	<p>Hierarchical structure, flat structure, chain of command, span of control, centralised, decentralised, communication, flexible working, recruitment,</p>	<p>Synoptic, consolidation, case study, analysis, evaluation, judgement, exam technique, extended writing, quantitative skills, past paper practice.</p>

		pricing, promotion, sponsorship, branding, e-commerce, digital marketing, integrated marketing mix.	lean production, efficiency, customer service, sales process, flexibility.	interpretation, investment appraisal.	selection, job description, person specification, training, development, motivation, remuneration, commission, retention, job enrichment, autonomy.	
--	--	---	--	---------------------------------------	---	--