GCSE Business Year 11 Curriculum End Points and Key Vocabulary

Exam Board: Pearson Edexcel

	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	• 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:	• 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.	• 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.	• 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.	• 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,	• 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

	tariffs, quotas, trade blocs. • Competing internationally: e-commerce, globalisation, adapting the marketing mix. • Ethical/environmental considerations: sustainability, fair trade, impact on brand image and costs.	• 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.	• 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.	• Limitations of financial data (non-financial info not shown, e.g. morale, reputation, external environment).	freelance, flexible, remote. • 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).	common pitfalls. • Revisiting key quantitative skills: break-even, ratios, ARR, cash flow forecasting.
Key Vocabulary	Growth, internal growth, external growth, merger, takeover, innovation, globalisation, multinational, tariff, quota, trade bloc, ethics, sustainability, R&D.	Design mix, product life cycle (PLC), extension strategy, differentiation, pricing strategy, skimming, penetration, cost-plus, psychological pricing, competitive	Productivity, job production, batch production, flow production, Just-in-Time (JIT), procurement, logistics, supply chain, quality control, quality assurance,	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,	Hierarchical structure, flat structure, chain of command, span of control, centralised, decentralised, communication, flexible working, recruitment,	Synoptic, consolidation, case study, analysis, evaluation, judgement, exam technique, extended writing, quantitative skills, past paper practice.

		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.	