

Sandon Road, Meir, Stoke-on-Trent, ST3 7DF Telephone: 01782 377100 Fax: 01782 377101

Email: info@omera.co.uk Website: www.ormistonmeridianacademy.co.uk

Principal: Mrs C Stanyer

Subject: Edexcel GCSE Business (9-1)

Year 11

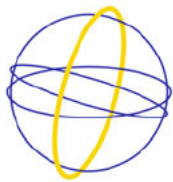
Curriculum Map

2022 -2023

Week Commencing	Topic (including links to additional resources)	Assessment Window
STAFF INSET 05/09 Y7 DAY 06/09 ALL STUDENT IN 07/09	Re-introduction to course overview and structure – Building a Business – including the importance of exam technique and understanding of key 'stem' words and what is required.	
12/09/2022	2.1.1 Business Growth Methods of business growth and their impact: <ul style="list-style-type: none"> internal (organic) growth: new products (innovation, research and development), new markets (through changing the marketing mix or taking advantage of technology and/or expanding overseas) external (inorganic) growth: merger, takeover 	
19/09/2022	2.1.2. Changes in business aims and objectives Why business aims and objectives change as businesses evolve: <ul style="list-style-type: none"> in response to: market conditions, technology, performance, legislation, internal reasons How business aims and objectives change as businesses evolve: <ul style="list-style-type: none"> focus on survival or growth entering or exiting markets growing or reducing the workforce increasing or decreasing product range. 	
26/09/2022	2.1.3 Business and globalization The impact of globalisation on businesses: <ul style="list-style-type: none"> imports: competition from overseas, buying from overseas exports: selling to overseas markets changing business locations multinationals Barriers to international trade: <ul style="list-style-type: none"> tariffs trade blocs 	
03/10/2022	2.1.3 Business and globalization How businesses compete internationally: <ul style="list-style-type: none"> the use of the internet and e-commerce changing the marketing mix to compete internationally 	
10/10/2022	2.1.4 Ethics, the environment and business The impact of ethical and environmental considerations on businesses: <ul style="list-style-type: none"> how ethical considerations influence business activity: possible trade-offs between ethics and profit how environmental considerations influence business activity: possible trade-offs between the environment, sustainability and profit 	
17/10/2022	2.2.1 Product The design mix: <ul style="list-style-type: none"> function, aesthetics, cost. The product life cycle: <ul style="list-style-type: none"> the phases of the product life cycle extension strategies. 	

Ormiston Meridian Academy is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.





Sandon Road, Meir, Stoke-on-Trent, ST3 7DF Telephone: 01782 377100 Fax: 01782 377101

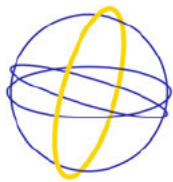
Email: info@omera.co.uk Website: www.ormistonmeridianacademy.co.uk

Principal: Mrs C Stanyer

	The importance to a business of differentiating a product/service.	
October Half Term		
31/10/2022	<p>2.2.2 Price</p> <ul style="list-style-type: none"> pricing strategies Influences on pricing strategies: technology, competition, market segments, product life cycle 	
7/11/2022	Revision lessons in preparation for AR1 exams	AR1
14/11/2022	Revision lessons in preparation for AR1 exams / DDI Process and QLA	AR1
21/11/2022	<p>2.2.3 Promotion</p> <ul style="list-style-type: none"> appropriate promotion strategies for different market segments: advertising, sponsorship, product trials, special offers, branding the use of technology in promotion: targeted advertising online, viral advertising via social media, e-newsletters. 	
28/11/2022	<p>2.2.4 Place</p> <ul style="list-style-type: none"> methods of distribution: retailers and e-tailers (e-commerce) 	
5/12/2022	<p>2.2.5 Using the marketing mix to make business decisions</p> <ul style="list-style-type: none"> How each element of the marketing mix can influence other elements. Using the marketing mix to build competitive advantage. How an integrated marketing mix can influence competitive advantage 	
12/12/2022	<p>2.3.1 Business operations</p> <p>The purpose of business operations: to produce goods and to provide services.</p> <p>Production processes:</p> <ul style="list-style-type: none"> different types: job, batch, flow the impact of different types of production processes: keeping productivity up and costs down and allowing for competitive prices Impacts of technology on production: balancing cost, productivity, quality and flexibility. 	
Christmas Break		
02/01/2023	<p>2.3.2 Working with suppliers</p> <p>Managing stock:</p> <ul style="list-style-type: none"> the use of just in time (JIT) stock control <p>The role of procurement:</p> <ul style="list-style-type: none"> relationships with suppliers: quality, delivery (cost, speed, reliability), availability, cost, trust 	

Ormiston Meridian Academy is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.





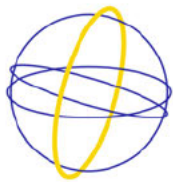
Sandon Road, Meir, Stoke-on-Trent, ST3 7DF Telephone: 01782 377100 Fax: 01782 377101

Email: info@omera.co.uk Website: www.ormistonmeridianacademy.co.uk

Principal: Mrs C Stanyer

	<ul style="list-style-type: none"> the impact of logistics and supply decisions on: costs, reputation, customer satisfaction 	
9/01/2023	<p>2.3.3 Managing quality</p> <p>The concept of quality and its importance in:</p> <ul style="list-style-type: none"> allowing a business to control costs and gain a competitive advantage the production of goods and the provision of services: quality control and quality assurance 	
16/01/2023	<p>2.3.4 The sales process</p> <p>The sales process:</p> <ul style="list-style-type: none"> product knowledge, speed and efficiency of service, customer engagement, responses to customer feedback, post-sales service. The importance to businesses of providing good customer service. 	
23/01/2023	<p>2.4.1 Business calculations</p> <p>The concept and calculation of:</p> <ul style="list-style-type: none"> gross profit net profit average rate of return 	
30/01/2023	<p>2.4.1 Business calculations</p> <p>The concept and calculation of</p> <ul style="list-style-type: none"> gross profit net profit average rate of return 	
6/02/2023	<p>2.4.2 Understanding business performance</p> <p>The use and interpretation of quantitative business data to support, inform and justify business decisions:</p> <ul style="list-style-type: none"> information from graphs and charts financial data marketing data market data 	
13/02/2023	<p>2.4.2 Understanding business performance</p> <p>The use and limitations of financial information in:</p> <ul style="list-style-type: none"> understanding business performance making business decisions 	
February Half Term		
27/02/2023	Revision lessons in preparation for AR2 exams	AR2
6/03/2023	Revision lessons in preparation for AR2 exams / DDI Process and QLA	AR2
13/03/2023	<p>2.5.1 Organisational structures</p> <p>Different organisational structures and when each are appropriate:</p> <ul style="list-style-type: none"> hierarchical and flat 	

Ormiston Meridian Academy is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.



Sandon Road, Meir, Stoke-on-Trent, ST3 7DF Telephone: 01782 377100 Fax: 01782 377101

Email: info@omera.co.uk Website: www.ormistonmeridianacademy.co.uk

Principal: Mrs C Stanyer

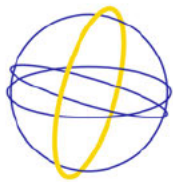
	<ul style="list-style-type: none"> centralised and decentralized 	
20/03/2023	<p>2.5.2 Effective recruitment</p> <p>Different job roles and responsibilities:</p> <ul style="list-style-type: none"> key job roles and their responsibilities: directors, senior managers, supervisors/team leaders, operational and support staff. 	
27/03/2023	<p>2.5.3 Effective training and development</p> <p>How businesses train and develop employees:</p> <ul style="list-style-type: none"> different ways of training and developing employees: formal and informal training, self-learning, ongoing training for all employees, use of target setting and performance reviews. <p>Why businesses train and develop employees:</p> <ul style="list-style-type: none"> the link between training, motivation and retention retraining to use new technology 	
Easter		
17/04/2023	<p>2.5.4 Motivation</p> <p>The importance of motivation in the workplace:</p> <ul style="list-style-type: none"> attracting employees, retaining employees, productivity 	
24/04/23	GCSE Examination preparation	
1/05/2023	GCSE Examination preparation	
8/05/2023	GCSE Examination preparation	GCSE
15/05/23	Paper 1 GCSE Examination – provisional date	GCSE
22/05/23	GCSE Examination preparation	GCSE
May Half Term		
05/06/2023	GCSE Examination preparation	GCSE

Ormiston Meridian Academy is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.



Sponsored by





Sandon Road, Meir, Stoke-on-Trent, ST3 7DF Telephone: 01782 377100 Fax: 01782 377101

Email: info@omera.co.uk Website: www.ormistonmeridianacademy.co.uk

Principal: Mrs C Stanyer

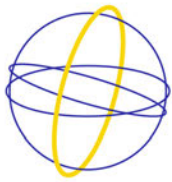
12/06/2023	Paper 2 GCSE Examination – provisional date	GCSE
19/06/2023	GCSE Examination preparation	GCSE

Ormiston Meridian Academy is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.



Sponsored by





Ormiston
Meridian Academy



Sandon Road, Meir, Stoke-on-Trent, ST3 7DF Telephone: 01782 377100 Fax: 01782 377101

Email: info@omera.co.uk Website: www.ormistonmeridianacademy.co.uk

Principal: Mrs C Stanyer

Ormiston Meridian Academy is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.



Sponsored by

