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Principal: Mrs C Stanyer

Subject: GCSE Business (Edexcel)

Year 11 Curriculum Map 2024 - 25

Week Commencing	Topic (including links to additional resources)	Assessment Window
Staff INSET 02/09 Students Return 03/09	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 	
09/09/2024	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 	
16/09/2024	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 	
23/09/2024	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 	
30/09/2024	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 	
07/10/2024	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 	
14/10/2024	2.2.1 Product The design mix: <ul style="list-style-type: none"> • function, aesthetics, cost. 	

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.



21/10/2024	<p>The product life cycle:</p> <ul style="list-style-type: none"> the phases of the product life cycle extension strategies. <p>The importance to a business of differentiating a product/service.</p>	
October Half Term		
04/11/2024	<p>2.2.2 Price</p> <p>Pricing strategies</p> <p>Influences on pricing strategies:</p> <ul style="list-style-type: none"> technology, competition, market segments, product life cycle 	
11/11/2024	Exam Preparation, revision, exam technique practice including application / case study analysis and critical reflection process	OAT Eng / Maths / Sci
18/11/2024	Exam Preparation, revision, exam technique practice including application / case study analysis and critical reflection process	Achievement Round 1
25/11/2024	<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. 	Achievement Round 1
02/12/2024	<p>2.2.4 Place</p> <ul style="list-style-type: none"> methods of distribution: retailers and e-tailers (e-commerce) 	
09/12/2024	<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. <p>How an integrated marketing mix can influence competitive advantage</p>	
16/12/2024	<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 <p>Impacts of technology on production: balancing cost, productivity, quality and flexibility.</p>	
Christmas Break		
06/01/2025	<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 the impact of logistics and supply decisions on: costs, reputation, customer satisfaction 	
13/01/2025	<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 	
20/01/2025	<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. 	
27/01/2025	Exam Preparation, revision, exam technique practice including application / case study analysis and critical reflection process	Achievement Round 2

03/02/2025	2.4.1 Business calculations The concept and calculation of ✓ gross profit ✓ net profit ✓ average rate of return	Achievement Round 2
10/02/2025	2.4.2 Understanding business performance The use and interpretation of quantitative business data to support, inform and justify business decisions: ✓ information from graphs and charts ✓ financial data ✓ marketing data ✓ market data	Achievement Round 2
February Half Term		
24/02/2025	2.5.1 Organisational structures Different organisational structures and when each are appropriate: ✓ hierarchical and flat ✓ centralised and decentralized	
03/03/2025	2.5.2 Effective recruitment Different job roles and responsibilities: ✓ key job roles and their responsibilities: directors, senior managers, supervisors/team leaders, operational and support staff.	
10/03/2025	2.5.3 Effective training and development How businesses train and develop employees: ✓ 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. Why businesses train and develop employees: ✓ the link between training, motivation and retention ✓ retraining to use new technology	
17/03/2025	2.5.4 Motivation The importance of motivation in the workplace: ✓ attracting employees, retaining employees, productivity	
24/03/2023	GCSE Examination preparation	
31/03/2025	GCSE Examination preparation	
07/04/2025	GCSE Examination preparation	
Easter Break		
28/04/2025	GCSE Examination preparation	
05/05/25	Paper 1 GCSE Examination – Friday 9th May 2025 (pm)	GCSE
12/05/2025	Paper 2 GCSE Examination – Friday 16th May 2025 (pm)	GCSE
19/05/2025		GCSE
May Half Term		

02/06/2025		GCSE
09/06/2025		GCSE
16/06/2025		GCSE
23/06/2025		
30/06/2025		
07/07/2025		
14/07/2025		
21/07/2025		