



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

Email: [info@omera.co.uk](mailto:info@omera.co.uk) Website: [www.ormistonmeridianacademy.co.uk](http://www.ormistonmeridianacademy.co.uk)

Principal: Mrs C Stanyer

## Subject: GCSE Business (Edexcel) Year 11 Curriculum Map 2025 - 26

Week Commencing	Topic (including links to additional resources)	Assessment Window
Staff INSET 01/09 Students Return 02/09	2.1.1 Business Growth Methods of business growth and their impact: <ul style="list-style-type: none"> <li>✓ 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)</li> <li>✓ external (inorganic) growth: merger, takeover</li> </ul>	
08/09/2025	2.1.1 Business Growth Methods of business growth and their impact: <ul style="list-style-type: none"> <li>✓ 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)</li> <li>✓ external (inorganic) growth: merger, takeover</li> </ul>	
15/09/2025	2.1.2. Changes in business aims and objectives  Why business aims and objectives change as businesses evolve: <ul style="list-style-type: none"> <li>✓ in response to: market conditions, technology, performance, legislation, internal reasons</li> </ul> How business aims and objectives change as businesses evolve: <ul style="list-style-type: none"> <li>✓ focus on survival or growth</li> <li>✓ entering or exiting markets</li> <li>✓ growing or reducing the workforce</li> <li>✓ increasing or decreasing product range</li> </ul>	
22/09/2025	2.1.3 Business and globalization  The impact of globalisation on businesses: <ul style="list-style-type: none"> <li>✓ imports: competition from overseas, buying from overseas</li> <li>✓ exports: selling to overseas markets</li> <li>✓ changing business locations</li> <li>✓ multinationals</li> </ul> Barriers to international trade: <ul style="list-style-type: none"> <li>✓ tariffs</li> <li>✓ trade blocs</li> </ul>	
29/09/2025	2.1.3 Business and globalization  How businesses compete internationally: <ul style="list-style-type: none"> <li>✓ the use of the internet and e-commerce</li> <li>✓ changing the marketing mix to compete internationally</li> </ul>	
06/10/2025	2.1.4 Ethics, the environment and business  The impact of ethical and environmental considerations on businesses: <ul style="list-style-type: none"> <li>✓ how ethical considerations influence business activity: possible trade-offs between ethics and profit</li> <li>✓ how environmental considerations influence business activity: possible trade-offs between the environment, sustainability and profit</li> </ul>	
13/10/2025	2.2.1 Product  The design mix: <ul style="list-style-type: none"> <li>• function, aesthetics, cost.</li> </ul>	
20/10/2025	The product life cycle: <ul style="list-style-type: none"> <li>• the phases of the product life cycle</li> <li>• extension strategies.</li> </ul>	

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	The importance to a business of differentiating a product/service.	
October Half Term		
03/11/2025	2.2.2 Price <ul style="list-style-type: none"> <li>✓ Pricing strategies</li> <li>✓ Influences on pricing strategies: technology, competition, market segments, product life cycle</li> </ul>	
10/11/2025	Revision, AR1 Exams and Exam Technique Practice	AR1
17/11/2025	Critical Reflection	AR1
24/11/2025	2.2.3 Promotion <ul style="list-style-type: none"> <li>✓ appropriate promotion strategies for different market segments: advertising, sponsorship, product trials, special offers, branding</li> <li>✓ the use of technology in promotion: targeted advertising online, viral advertising via social media, e-newsletters.</li> </ul>	
01/12/2025	2.2.4 Place <ul style="list-style-type: none"> <li>✓ methods of distribution: retailers and e-tailers (e-commerce)</li> </ul>	
08/12/2025	2.2.5 Using the marketing mix to make business decisions <ul style="list-style-type: none"> <li>✓ How each element of the marketing mix can influence other elements.</li> <li>✓ Using the marketing mix to build competitive advantage.</li> </ul> How an integrated marketing mix can influence competitive advantage	
15/12/2025	2.3.1 Business operations <p>The purpose of business operations: to produce goods and to provide services.</p> <p>Production processes:</p> <ul style="list-style-type: none"> <li>✓ different types: job, batch, flow</li> <li>✓ the impact of different types of production processes: keeping productivity up and costs down and allowing for competitive prices</li> <li>✓ Impacts of technology on production: balancing cost, productivity, quality and flexibility.</li> </ul>	
Christmas Break		
05/01/2026	2.3.2 Working with suppliers <p>Managing stock:</p> <ul style="list-style-type: none"> <li>✓ the use of just in time (JIT) stock control</li> </ul> <p>The role of procurement:</p> <ul style="list-style-type: none"> <li>✓ relationships with suppliers: quality, delivery (cost, speed, reliability), availability, cost, trust</li> <li>✓ the impact of logistics and supply decisions on: costs, reputation, customer satisfaction</li> </ul>	
12/01/2026	Revision, AR2 Exams and Exam Technique Practice and Critical Reflection	AR2
19/01/2026	2.3.3 Managing quality <p>The concept of quality and its importance in:</p> <ul style="list-style-type: none"> <li>✓ allowing a business to control costs and gain a competitive advantage</li> <li>✓ the production of goods and the provision of services: quality control and quality assurance</li> </ul>	AR2
26/01/2026	2.3.4 The sales process <p>The sales process:</p> <ul style="list-style-type: none"> <li>✓ product knowledge, speed and efficiency of service, customer engagement, responses to customer feedback, post-sales service.</li> <li>✓ The importance to businesses of providing good customer service.</li> </ul>	AR2
02/02/2026	2.4.1 Business calculations <p>The concept and calculation of</p> <ul style="list-style-type: none"> <li>✓ gross profit</li> <li>✓ net profit</li> </ul> average rate of return	

09/02/2026	<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"> <li>✓ information from graphs and charts</li> <li>✓ financial data</li> <li>✓ marketing data</li> <li>✓ market data</li> </ul>	
February Half Term		
23/02/2026	<p>2.5.1 Organisational structures</p> <p>Different organisational structures and when each are appropriate:</p> <ul style="list-style-type: none"> <li>✓ hierarchical and flat</li> <li>✓ centralised and decentralized</li> </ul>	
02/03/2026	<p>2.5.2 Effective recruitment</p> <p>Different job roles and responsibilities: key job roles and their responsibilities: directors, senior managers, supervisors/team leaders, operational and support staff.</p>	
09/03/2026	<p>2.5.3 Effective training and development</p> <p>How businesses train and develop employees:</p> <ul style="list-style-type: none"> <li>✓ 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.</li> </ul> <p>Why businesses train and develop employees:</p> <ul style="list-style-type: none"> <li>✓ the link between training, motivation and retention</li> <li>✓ retraining to use new technology</li> </ul>	
16/03/2026	<p>2.5.4 Motivation</p> <p>The importance of motivation in the workplace:</p> <ul style="list-style-type: none"> <li>✓ attracting employees, retaining employees, productivity</li> </ul>	
23/03/2026	Exam Preparation and Revision	
Easter Break		
13/04/2026	Exam Preparation and Revision	
20/04/2026	Exam Preparation and Revision	
27/04/2026	Exam Preparation and Revision	
04/05/2026	Exam Preparation and Revision	GCSE
11/05/2026	Monday 11 <sup>th</sup> May – PM – Paper 1	GCSE
18/05/2026	Thursday 21 <sup>st</sup> May – PM – Paper 2	GCSE
May Half Term		
01/06/2026		GCSE
08/06/2026		GCSE

15/06/2026		GCSE
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