

Week Commencing	Lesson Topic	HAIL	Assessment
Staff INSET 01/09 Students Return 02/09	2.1 Growing the Business 2.1.1 Business Growth Methods of business growth and their impact: ✓ 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		
07/09/2026	2.1.1 Business Growth Methods of business growth and their impact: ✓ 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	2.1.1 Methods of Business Growth Assignment (Seneca)	
14/09/2026	2.1.2. Changes in business aims and objectives Why business aims and objectives change as businesses evolve: ✓ in response to: market conditions, technology, performance, legislation, internal reasons How business aims and objectives change as businesses evolve: ✓ focus on survival or growth ✓ entering or exiting markets ✓ growing or reducing the workforce ✓ increasing or decreasing product range		LCP 1 - 2.1.1 and 2.1.2 Growing the Business
21/09/2026	2.1.3 Business and globalization The impact of globalisation on businesses: ✓ imports: competition from overseas, buying from overseas ✓ exports: selling to overseas markets ✓ changing business locations ✓ multinationals Barriers to international trade: ✓ tariffs ✓ trade blocs	2.1.2 and 2.1.3 changing aims and objectives and globalization assignment (Seneca)	
28/09/2026	2.1.3 Business and globalization How businesses compete internationally: ✓ the use of the internet and e-commerce ✓ changing the marketing mix to compete internationally		
05/10/2026	2.1.4 Ethics, the environment and business The impact of ethical and environmental considerations on businesses: ✓ 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	Paper 1 Section A Questions – past exam paper - Written Hail.	LCP 2 - 2.1.3 and 2.1.4 Growing the Business
12/10/2026	2.2 Making Marketing Decision 2.2.1 Product The design mix: • function, aesthetics, cost		
19/10/2026	2.2.1 Product The product life cycle: • the phases of the product life cycle • extension strategies. • The importance to a business of differentiating a product/service.	2.1.4 and 2.2.1 Ethics / environment and Product (Seneca)	

October Half Term			
02/11/2026	2.2.2 Price ✓ Pricing strategies ✓ Influences on pricing strategies: technology, competition, market segments, product life cycle	Paper 1 Section A Questions – past exam paper - Written Hall.	Core Mocks
09/11/2026	2.2.2 Price ✓ Pricing strategies ✓ Influences on pricing strategies: technology, competition, market segments, product life cycle		Core Mocks
16/11/2026	2.2.3 Promotion ✓ 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.	2.2.2 and 2.2.3 Price and Promotion (Seneca)	
23/11/2026	2.2.3 Promotion ✓ 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.		
30/11/2026	2.2.4 Place ✓ methods of distribution: retailers and e-tailers (e-commerce)	Paper 1 Section A Questions – past exam paper - Written Hall.	LCP 3 - 2.2.1 and 2.2.2 Making Marketing Decisions
07/12/2026	2.2.5 Using the marketing mix to make business decisions ✓ 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		
14/12/2026	2.3 Making Operational Decisions 2.3.1 Business operations The purpose of business operations: to produce goods and to provide services. Production processes: ✓ 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.	2.2.4 and 2.2.5 Place and integrating the marketing mix (Seneca)	
Christmas Break			
04/01/2027	2.3.2 Working with suppliers Managing stock: ✓ the use of just in time (JIT) stock control The role of procurement: ✓ relationships with suppliers: quality, delivery (cost, speed, reliability), availability, cost, trust ✓ the impact of logistics and supply decisions on: costs, reputation, customer satisfaction	Mock Exam Revision – using resources on Teams (paper copies also available)	LCP 4 - 2.2.3 and 2.2.4 Making Marketing Decisions
11/01/2027	Revision for Mock Exams, including Exam Technique, Command Words and the associated structure, Calculation Practice and Application of Case Studies.		Full mocks

18/01/2027	2.3.3 Managing quality The concept of quality and its importance in: ✓ 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	Mock Exam Revision – using resources on Teams (paper copies also available)	Full mocks
25/01/2027	2.3.4 The sales process The sales process: ✓ 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.		Full mocks
01/02/2027	2.4 Business Calculations 2.4.1 Business calculations The concept and calculation of ✓ gross profit ✓ net profit average rate of return	2.3.1 and 2.3.2 Business operations and working with suppliers (Seneca)	LCP 5 - 2.3.1 and 2.3.2 Making Operational Decisions
08/02/2027	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		
February Half Term			
22/02/2027	2.5 Making HR Decisions 2.5.1 Organisational structures Different organisational structures and when each are appropriate: ✓ hierarchical and flat ✓ centralised and decentralized	Paper 2 Section A Questions – past exam paper - Written Hall.	
01/03/2027	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.		
08/03/2027	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	2.3.3 and 2.3.4 Managing quality and the sales process (Seneca)	LCP 6 - 2.4 Business Calculations
15/03/2027	2.5.4 The importance of motivation in the workplace: ✓ Attracting employees, retaining employees, productivity How businesses motivate employees: ✓ Financial methods: remuneration, bonus, commission, promotion, fringe benefits ✓ Non-financial methods: job rotation, job enrichment, autonomy		
22/03/2027	2.5.4 The importance of motivation in the workplace: ✓ Attracting employees, retaining employees, productivity How businesses motivate employees:	9-mark exam question written practice.	LCP 7 - 2.5 Making HR Decisions

	✓ Financial methods: remuneration, bonus, commission, promotion, fringe benefits ✓ Non-financial methods: job rotation, job enrichment, autonomy		
Easter Break			
12/04/2027	Teacher Led GCSE Exam Preparation and Revision – including revisiting content, identifying tricky topics, requirements of different command words, calculations practice, extended written response practice.		
19/04/2027	Teacher Led GCSE Exam Preparation and Revision – including revisiting content, identifying tricky topics, requirements of different command words, calculations practice, extended written response practice.		
26/04/2027	Teacher Led GCSE Exam Preparation and Revision – including revisiting content, identifying tricky topics, requirements of different command words, calculations practice, extended written response practice.		
03/05/2027	Teacher Led GCSE Exam Preparation and Revision – including revisiting content, identifying tricky topics, requirements of different command words, calculations practice, extended written response practice.		
10/05/2027	Wednesday 12th May 2027 – Paper 1 (Small Business) pm	GCSE	
17/05/2027	Friday 21st May 2027 – Paper 2 (Growing the Business) pm	GCSE	
24/05/2027			
May Half Term			
07/06/2027		GCSE	
14/06/2027		GCSE	
21/06/2027		GCSE	