EPCHS Business Department: Year 11 Programme of Study

Edexcel GCSE Business Qualification

Year/Term	Units of Work	Intent
	2.1.1 , 2.1.2 , 2.1.3 , 2.1.4	Knowledge recall
Term 1	REVIEW	
leiiii i		Understand the key elements of Product:
Topic 2.1 Growing the business Theme 2 Topic 2.2 Making	2.2.1 Product	function, aesthetics, cost.
		The product life cycle:
		the phases of the product life cycle and extension strategies.
	2.2.2 Price	The importance to a business of differentiating a product/service.
	2.2.211100	Understand the key elements of Price:pricing strategies
	2.2.3 Promotion	Influences on pricing strategies: technology, competition, market
		segments, product life cycle.
		Understand the key elements of Promotion:
		appropriate promotion strategies for different market segments:
marketing		 advertising, sponsorship, product trials, special offers, branding use of technology in promotion: targeted advertising online, viral
decisions	2.2.4 Place	advertising via social media, e-newsletters.
		Understand the key elements of Place:
		Methods of distribution: retailers and e-tailers (e-commerce).
	2.2.5 Using the marketing mix to make business decisions	Understand 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.
	2.3.1 Business operations	Understand the purpose of business operations:
Topic 2.3 Making		to produce goods
operational		to provide services.
decisions		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.
	2.3.2 Working with	
	suppliers	Managing stock: • interpretation of bar gate stock graphs
		the use of just in time (JIT) stock control.
		The role of procurement:
		relationships with suppliers: quality, delivery (cost, speed, reliability),
		availability, cost, trust
	2.3.3 Managing quality	the impact of logistics and supply decisions on: costs, reputation, customer satisfaction.
		Understand the concept of quality and its importance in:
		the production of goods and the provision of services: quality
		control and quality assurance allowing a business to control costs
		and gain a competitive advantage
	2.2.4 The sales process	Product knowledge, speed and efficiency of service, customer
	2.3.4 The sales process	engagement, responses to customer feedback, post-sales service.
	O. 4.1 Business and substitute	The importance to businesses of providing good customer service.
	2.4.1 Business calculations	Understand the concept and calculation of:gross profit
		net profit.
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		Calculation and interpretation of:
		gross profit margin
		net profit margin
		average rate of return.
Term 2	2.4.2 Understanding business performance	Understand the use and interpretation of quantitative business data to support, inform and justify business decisions:
Topic 2.4 Making	Bosiness perfermance	information from graphs and charts
financial decisions		financial data
		marketing data market data
		market data. Understand the use and limitations of financial information in:
		 understanding business performance
		 making business decisions.
Topic 2.5 Making		Thaking Sosinoss docisions.
human resource	2.5.1 Organisational	Different organisational structures and when each are appropriate:
decisions	structures	hierarchical and flat
	3110010103	centralised and decentralised.
		The importance of effective communication:
		the impact of insufficient or excessive communication on efficiency
		and motivation
		barriers to effective communication.
	2.5.2 Effective recruitment	Different ways of working:
		part-time, full-time and flexible hours
		 permanent, temporary, and freelance contracts
		the impact of technology on ways of working: efficiency, remote
		working.
		Different job roles and responsibilities:
		key job roles and their responsibilities: directors, senior managers,
		supervisors/team leaders, operational and support staff.
		How businesses recruit people:
		documents: person specification and job description, application
		form, CV
		recruitment methods used to meet different business needs (internal
		and external recruitment).
	2.5.3 Effective training and	How businesses train and develop employees:
	development	 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.
	2.5.4 Motivation	
		The importance of motivation in the workplace:
		attracting employees, retaining employees, productivity. How businesses mativate employees:
		How businesses motivate employees:financial methods: remuneration, bonus, commission, promotion,
		fringe benefits
		non-financial methods: job rotation, job enrichment, autonomy.
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	Review Theme 1 and	Exam techniques and exam preparation
Term 3	Theme 2	Retrievals Theme 1 and Theme 2