

EPCHS Business Department: Year 11 Programme of Study

Edexcel GCSE Business Qualification 2022-2023

Year/Term	Units of Work	Intent	Skills
Term 1	2.1.1 , 2.1.2 , 2.1.3 , 2.1.4 REVIEW	Knowledge recall	
Topic 2.1 Growing the business	2.2.1 Product	<p>Understand the key elements of Product:</p> <ul style="list-style-type: none"> function, aesthetics, cost. <p>The product life cycle:</p> <ul style="list-style-type: none"> the phases of the product life cycle and extension strategies. 	<ul style="list-style-type: none"> Communication – active listening, oral communication, written communication, assertive communication and non-verbal communication.
<u>Theme 2</u>	2.2.2 Price	<p>The importance to a business of differentiating a product/service.</p> <p>Understand the key elements of Price:</p> <ul style="list-style-type: none"> pricing strategies <p>Influences on pricing strategies: technology, competition, market segments, product life cycle.</p>	<ul style="list-style-type: none"> Listening Skills Writing Skills Reading Skills
Topic 2.2 Making marketing decisions	2.2.3 Promotion	<p>Understand the key elements of Promotion:</p> <ul style="list-style-type: none"> appropriate promotion strategies for different market segments: advertising, sponsorship, product trials, special offers, branding use of technology in promotion: targeted advertising online, viral advertising via social media, e-newsletters. 	<ul style="list-style-type: none"> Skimming and Scanning
	2.2.4 Place	<p>Understand the key elements of Place:</p> <ul style="list-style-type: none"> Methods of distribution: retailers and e-tailers (e-commerce). 	<ul style="list-style-type: none"> <u>Adaptability:</u> ability and willingness to cope with the uncertain, handling work stress, adapting to different personalities, communication styles and cultures, and physical.
	2.2.5 Using the marketing mix to make business decisions	<p>Understand the key elements of Place:</p> <ul style="list-style-type: none"> Methods of distribution: retailers and e-tailers (e-commerce). 	<ul style="list-style-type: none"> adaptability to various indoor and outdoor work environments.
Topic 2.3 Making operational decisions	2.3.1 Business operations	<p>Understand how each element of the marketing mix can influence other elements.</p> <ul style="list-style-type: none"> Using the marketing mix to build competitive advantage. How an integrated marketing mix can influence competitive advantage. 	<ul style="list-style-type: none"> Learn independently Collaborative problem solving – establishing and maintaining shared understanding
	2.3.2 Working with suppliers	<p>Understand the purpose of business operations:</p> <ul style="list-style-type: none"> to produce goods to provide services. <p>Production processes:</p> <ul style="list-style-type: none"> different types: job, batch, flow <p>the impact of different types of production processes: keeping productivity up and costs down and allowing for competitive prices.</p>	<ul style="list-style-type: none"> taking appropriate action, establishing and maintaining team organisation.
	2.3.3 Managing quality	<p>Managing stock:</p> <ul style="list-style-type: none"> interpretation of bar code stock graphs 	<ul style="list-style-type: none"> Communicate effectively Quantitative Skills
	2.3.4 The sales process		<ul style="list-style-type: none"> Relationship-building skills – teamwork, trust, intercultural sensitivity,

		<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 <p>the impact of logistics and supply decisions on: costs, reputation, customer satisfaction.</p> <p>Understand the concept of quality and its importance in:</p> <ul style="list-style-type: none"> 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 <p>Product knowledge, speed and efficiency of service, customer engagement, responses to customer feedback, post-sales service.</p> <p>The importance to businesses of providing good customer service.</p>	<ul style="list-style-type: none"> service orientation, self-presentation, social influence, conflict resolution and negotiation. Self-management and self-development – ability to work remotely in virtual teams, work autonomously, be self-motivating and self-monitoring, willing and able to acquire new information and skills related to work. <ul style="list-style-type: none"> Justify Identify Describe Explain Analyse Evaluate
<p>Term 2</p> <p>Topic 2.4 Making financial decisions</p> <p>Topic 2.5 Making human resource decisions</p>	<p>2.4.1 Business calculations</p> <p>2.4.2 Understanding business performance</p> <p>2.5.1 Organisational structures</p> <p>2.5.2 Effective recruitment</p>	<p>Understand the concept and calculation of:</p> <ul style="list-style-type: none"> gross profit net profit. <p>Calculation and interpretation of:</p> <ul style="list-style-type: none"> gross profit margin net profit margin average rate of return. <p>Understand 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. <p>Understand the use and limitations of financial information in:</p> <ul style="list-style-type: none"> understanding business performance making business decisions. <p>Different organisational structures and when each are appropriate:</p> <ul style="list-style-type: none"> hierarchical and flat centralised and decentralised. <p>The importance of effective communication:</p> <ul style="list-style-type: none"> the impact of insufficient or excessive communication on efficiency and motivation <p>barriers to effective communication.</p> <p>Different ways of working:</p> <ul style="list-style-type: none"> part-time, full-time and flexible hours 	

	<p>2.5.3 Effective training and development</p> <p>2.5.4 Motivation</p>	<ul style="list-style-type: none"> • permanent, temporary, and freelance contracts <p>the impact of technology on ways of working: efficiency, remote working.</p> <p>Different job roles and responsibilities: key job roles and their responsibilities: directors, senior managers, supervisors/team leaders, operational and support staff.</p> <p>How businesses recruit people:</p> <ul style="list-style-type: none"> • documents: person specification and job description, application form, CV <p>recruitment methods used to meet different business needs (internal and external recruitment).</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 <p>retraining to use new technology.</p> <p>The importance of motivation in the workplace:</p> <ul style="list-style-type: none"> • attracting employees, retaining employees, productivity. <p>How businesses motivate employees:</p> <ul style="list-style-type: none"> • financial methods: remuneration, bonus, commission, promotion, fringe benefits <p>non-financial methods: job rotation, job enrichment, autonomy.</p>	
<p>Term 3</p>	<p>Review Theme 1 and Theme 2</p>	<ul style="list-style-type: none"> • Exam techniques and exam preparation • Retrievals Theme 1 and Theme 2 	<ul style="list-style-type: none"> •