

## Year 11 Business

<b>Course title: GCSE Business (9-1)</b>	<b>Exam board: Edexcel</b>	<b>Specification code: IBS0</b>
<p><b>How will students be assessed?</b> Students will be assessed in the following ways:</p> <p><b>Theme 1: Investigating small business (Paper code: IBS0/01)</b>  Written examination: 1 hour and 45 minutes  50% of the qualification  90 marks</p> <p><b>Theme 2: Building a business (Paper code: IBS0/02)</b>  Written examination: 1 hour and 45 minutes  50% of the qualification  90 marks</p> <p>Both examinations will be taken during the summer term of year 11.</p>		

Half term	Key content
1	<p><b>Initial recap of Year 10 content prior to starting Theme 2</b></p> <p><b><u>Theme 2: Building a business</u></b></p> <p><b>Topic 2.1 Growing the business</b>  Students are introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.</p> <p><b>Topic 2.2: Making marketing decisions</b>  Students develop their understanding of the marketing mix and marketing decisions made in larger organisations. They will study the strategies used by businesses in terms of the design mix and marketing mix as well as understanding a range of methods a business can use to differentiate themselves and gain competitive advantage.</p> <p><b>Interleaving Activities Theme 1 Topics 1.1 &amp; 1.2</b></p>
2	<p><b>Topic 2.3: Business Operations</b>  Students are introduced to the purpose of business operations in a variety of business examples. They will study how a business manages its production activities, stock, approach to quality and sales as well as the impact of technology in business operations</p> <p><b>Mock Exam (Year 10 &amp; Year 11 content so far)</b></p> <p><b>Interleaving Activities Theme 1 Topics 1.3 &amp; 1.4</b></p>
3	<p><b>Topic 2.4: Making Financial decisions</b>  Students continue to develop their understanding of financial management and decision making, learning how to calculate profits, average rates of return on investments as well as analysing business performance by interpreting financial and market data.</p> <p><b>Interleaving Activities Theme 1 Topic 1.5</b></p>

4	<p><b>Topic 2.5 Making human resource decisions</b></p> <p>Students are introduced to the role of the Human Resources and how a business structures its organisation and manages employees. They will look at a range of strategies such as communication, technology, recruitment, training and motivational strategies</p> <p><b>Mock exam (Theme 2 – all Year 11 content)</b></p> <p><b>Exam Technique &amp; Interleaving of Theme 2 key concepts</b></p>
5	Revision and preparation for Theme 1 & Theme 2 exams