# Business Curriculum Map (Year 11)

Pearson / Edexcel (GCSE) [2022 - 2023]





#### Motivation

The importance of motivation for a business – attracting and retaining employees/ productivity

Methods of motivating employees – financial and non financial

#### Training

Different methods of training

Why business train staff

Link between training, motivation and retention Training and technology

## Recruitment and selection

Key roles and responsibilities

How business recruit and select employees Internal and external

## Different ways of working

Full time, part time, temporary, freelance, zero hour, permanent

Remote working/influence of technology om ways of working

#### Communication

Importance of effective communication

Barriers to communication

# Organisational structures

Tall, flat, centralised and decentralised structures

### Mock Examination set 2

## 2.5 Human Resources



Job, Batch, flow

Quality and selling price

Mock Examination

set 1

#### Working with suppliers

Just in time/just in case stock control/ Stock gate graphs

Importance of suppliers/ What makes a good supplier

Procurement

#### Quality

Importance of quality/ Quality control and assurance

Selling price

#### Sales process

Stages of sales process/ Importance of quality of sales process

# Gross and Net

Concept and calculation of gross and net profit

#### Profit margins and ARR

Concept and calculation of profit margins

Use and interpretation of average rate of return

Uses and limitations of quantitative data

2.4 Financial decisions



Target Marke

Place

Promotion

# la:

The importance of a linked marketing mix

Technology and Marketing mix

# 2.3 Managing stock

#### Integrated Marketing Place/Branding/ Mix Promotion

Methods pf promotion/link to segmentation

#### Product

Design mix/ Product life cycle

Price Link to quality/volume strategy/margin strategy

#### International Trade

Threats/opportuni ties/Effects on marketing mix

# Business and Globalisation

Trading blocs/Tariffs/Ba rriers to trade/subsidies

2.2 Marketing Mix

## 2.1 Growing a Business