

Year: 11

Subject: GCSE Business

Autumn Term		
Overarching Topic: Business growth		
What has come before and what comes later:	Students studied 2.2 and 2.3 during year 10 and therefore start with a recap of 2.3 this year, moving on to 2.4.	
	Core	Extension
The Big Questions (What questions will students be able to answer upon mastery of the topic?)	<ul style="list-style-type: none">• What are the different methods of production a business can use?• Why is flow production the most cost effective in the long term?• How is technology used to improve production?• How do businesses control stock?• What is JIT?• What is important to JIT being a successful method of stock control?• What is procurement?• How does a business select suppliers?• How important is a business's relationship with its suppliers?• What is quality?• How can we measure quality?• How can a business approach quality?• What is the sales process?• What is the effect of poor customer service on a business?• How can we measure business success?• How is net profit different from gross profit?• What is ratio analysis?	<ul style="list-style-type: none">• What are the benefits and drawbacks of all three methods of production?• What is the impact of technology on production in small businesses vs. larger businesses?• How can stock control become a costly exercise in a business?• What is the impact of unprofessional suppliers?• What is the link between quality and marketing?• How can a business ensure effective customer service?• Is ratio analysis appropriate for the measurement of the performance of all businesses?• Why do ratios always need to be used in a comparison way?• How can external influences impact on a businesses success?

Year: 11

Subject: GCSE Business

	<ul style="list-style-type: none">• How can a business's performance be analysed using ratio analysis?• What is the best measurement of business success?• How can a business improve its profits?• How can a business evaluate a prospective investment opportunity?• What types of financial data can a business use to analyse its performance and the market(s) that it operates in?• What are the uses of quantitative data?• How can quantitative data be limited in its use?	
	Skill/Technique	How students will develop and demonstrate this
Key skills	<ul style="list-style-type: none">• Students must be able to label a bar gate stock graph• Calculation of net profit margin, gross profit margin and average rate of return.	<p>Use of examples and examination style questions to label all elements of a bar gate stock graph and calculate lead time.</p> <ul style="list-style-type: none">• Students are able to use a calculator to perform the calculations, they will need to use other knowledge from theme 1 to calculate costs and revenues.