FARINGDON COMMUNITY COLLEGE

Year11 – Programme of Study for 2027

	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Theme	**Growing the business**	**Making marketing decisions**	**Making product decisions**	**Making financial decisions**	**Making people decisions**	Revision and Final Exams
Key knowledge	Methods of business growth and their impact The types of business ownership for growing businesses Why business aims and objectives change as businesses evolve How business aims and objectives change as businesses evolve The impact of globalisation on businesses Barriers to international trade The impact of ethical and environmental considerations on businesses	The design mix The product life cycle The importance to a business of differentiating a product/service Price Promotion Place 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	The purpose of business operations Production processes Impacts of technology on production Managing stock The role of procurement The concept of quality and its importance The sales process The importance to businesses of providing good customer service	The concept and calculation of: • Gross profit • Net profit Calculation and interpretation of: • Gross profit margin • Net profit margin • Average rate of return The use and interpretation of quantitative business data to support, inform and justify business decisions The use and limitation of financial information	Different organisational structures and when each are appropriate The importance of effective communication Different ways of working Different job roles and responsibilities How businesses recruit people How businesses train and develop employees Why businesses train and develop employees The importance of motivation in the workplace How businesses motivate employees	
Key skills	Strategic Thinking Goal Setting and Planning Global Awareness	Understanding Customer Needs Marketing & Price Strategy Competitive Awareness	Technology Awareness Customer Service Skills Problem Solving and Decision-Making	Financial Literacy Numeracy and Calculation Skills Financial Analysis	Communication Skills Teamwork and Collaboration Employability Skills	

Useful websites
• GCSE examination board is Edexcel • Revision guide: ISBN 9781782946908 CGP GCSE Business Edexcel revision Guide (provided to all students) • BBC Bitesize Business: https://www.bbc.co.uk/bitesize/examspecs/z98snbk • Bizconsesh GCSE YouTube channel: https://www.youtube.com/@Bizconsesh • Revision World https://revisionworld.com/gcse-revision/business-studies
Extended reading list
CGP - GCSE Edxcel Business Revision Guide
Ways to support and extend student learning in this subject

- Some past papers are available to download from the Edxcel website
- Encourage students to attend the extra scheduled revision sessions.
- Revision cards are very useful for knowledge. These can be created by the student, or you can purchase pre-printed flash cards.
- Find opportunities to discuss current topical issues.
- Encourage students to create case study fact file sheets or mind-maps.

Expected standard for Year 11
Year 11 GCSE Business students are expected to maintain a highly focused, exam-driven approach to their learning. In lessons, they should actively practise and refine exam technique by contributing to model answers, analysing case studies, and applying their knowledge to a range of business scenarios. Students must keep detailed, well-organised notes to support structured revision, as well as complete all weekly homework to consolidate their understanding. In addition, they are expected to go beyond set tasks by regularly using active revision strategies such as timed exam practice, retrieval practice, and self-assessment against mark schemes. A key priority is mastering exam technique. Students should ensure their answers are clearly structured, use precise business terminology, and include developed points with clear application to the context, analysis, and justified judgement where required. By the time of the GCSE examinations, Year 11 students should be able to independently and confidently demonstrate the full range of exam skills, including: accurate knowledge recall, effective application to business contexts, clear analysis of business decisions, comparison of different options, and well-supported evaluation leading to reasoned conclusions under timed conditions.