Holy Family Catholic School – Faculty of Technology & Business
GCSE Business (Pearson Edexcel) – Year 11   Autumn Term 1

Lesson / Week	Learning Intention	Vocab	Concept	Retrieval	Success Criteria	Hinge Question / Red Zone
Week 1 - Lesson 1	Can I understand methods of business growth? Students should be able to explain the idea and apply it to a business example.	Organic growth; inorganic growth; merger; takeover; expansion Know the meaning of each key word and use it correctly in an exam answer.	Theme 2: Growing the business Focus: understand the business idea, why it matters and how it can affect business decisions.	Recall business objectives, ownership and finance. Quick recall: define one key term and give one business example from the previous lesson.	I can: • define the main key terms. • explain the topic in simple business language. • apply my answer to a business or case study. • develop a clear BLT chain: Because → Leads to → Therefore. • I can distinguish organic/inorganic growth; explain methods; analyse benefits and risks.	Hinge: Why might a business choose organic growth instead of a takeover? Red Zone: Exam question: Explain one reason why understanding methods of business growth is important to a business. (3 marks)
Week 1 - Lesson 2	Can I understand horizontal and vertical integration? Students should be able to explain the idea and apply it to a business example.	Horizontal; backward vertical; forward vertical; integration; takeover Know the meaning of each key word and use it correctly in an exam answer.	Theme 2: Business growth Focus: understand the business idea, why it matters and how it can affect business decisions.	Retrieve organic and inorganic growth. Quick recall: define one key term and give one business example from the previous lesson.	I can: • define the main key terms. • explain the topic in simple business language. • apply my answer to a business or case study. • develop a clear BLT chain: Because → Leads to → Therefore. • I can identify types of integration; explain motives; analyse effects on costs, control and competition.	Hinge: A manufacturer buys its supplier. What type of integration is this and what is one benefit? Red Zone: Exam question: Explain one reason why understanding horizontal and vertical integration is important to a business. (3 marks)
Week 1 - Lesson 3	Can I understand economies and diseconomies of scale? Students should be able to explain the idea and apply it to a business example.	Purchasing; technical; managerial; financial; diseconomies Know the meaning of each key word and use	Theme 2: Business growth Focus: understand the business idea, why it matters and how it can	Recall growth methods and costs. Quick recall: define one key term and give one business example from the previous lesson.	I can: • define the main key terms. • explain the topic in simple business language. • apply my answer to a business or case study. • develop a clear BLT chain: Because → Leads to → Therefore.	Hinge: Why can rapid growth eventually increase average costs? Red Zone: Exam question: Explain one reason why understanding economies and diseconomies of scale is

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		it correctly in an exam answer.	affect business decisions.		• I can explain economies of scale; identify diseconomies; analyse effects on unit costs and competitiveness.	important to a business. (3 marks)
Week 2 - Lesson 1	Can I understand globalisation and multinational businesses? Students should be able to explain the idea and apply it to a business example.	Globalisation; multinational; imports; exports; tariff; exchange rate Know the meaning of each key word and use it correctly in an exam answer.	Theme 2: Globalisation Focus: understand the business idea, why it matters and how it can affect business decisions.	Retrieve business growth and competition. Quick recall: define one key term and give one business example from the previous lesson.	I can: • define the main key terms. • explain the topic in simple business language. • apply my answer to a business or case study. • develop a clear BLT chain: Because → Leads to → Therefore. • I can explain globalisation; identify opportunities/threats; analyse effects on UK businesses.	Hinge: How could a weaker pound affect a UK business importing materials? Red Zone: Exam question: Explain one reason why understanding globalisation and multinational businesses is important to a business. (3 marks)
Week 2 - Lesson 2	Can I understand ethical and environmental influences? Students should be able to explain the idea and apply it to a business example.	Ethics; sustainability; pressure group; environment; trade-off Know the meaning of each key word and use it correctly in an exam answer.	Theme 2: Ethics and environment Focus: understand the business idea, why it matters and how it can affect business decisions.	Recall stakeholder objectives. Quick recall: define one key term and give one business example from the previous lesson.	I can: • define the main key terms. • explain the topic in simple business language. • apply my answer to a business or case study. • develop a clear BLT chain: Because → Leads to → Therefore. • I can explain ethical/environmental pressures; analyse costs and benefits of responsible decisions.	Hinge: Should a business always choose the most environmentally friendly option? Red Zone: Exam question: Explain one reason why understanding ethical and environmental influences is important to a business. (3 marks)
Week 3 - Lesson 1	Can I understand product decisions and the product life cycle? Students should be able to explain the idea and apply it to a business example.	Product life cycle; extension strategy; portfolio; differentiation Know the meaning of each key word and use	Theme 2: Marketing decisions Focus: understand the business idea, why it matters	Recall the 4Ps and customer needs. Quick recall: define one key term and give one business example from the previous lesson.	I can: • define the main key terms. • explain the topic in simple business language. • apply my answer to a business or case study. • develop a clear BLT chain: Because → Leads to →	Hinge: Which extension strategy could revive a product in decline? Red Zone: Exam question: Explain one reason why understanding product decisions and the product life

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		it correctly in an exam answer.	and how it can affect business decisions.		Therefore. • I can identify life-cycle stages; explain extension strategies; analyse product decisions.	cycle is important to a business. (3 marks)
Week 3 - Lesson 2	Can I understand pricing strategies? Students should be able to explain the idea and apply it to a business example.	Cost-plus; penetration; skimming; competitive; promotional pricing Know the meaning of each key word and use it correctly in an exam answer.	Theme 2: Marketing decisions Focus: understand the business idea, why it matters and how it can affect business decisions.	Retrieve price from the marketing mix. Quick recall: define one key term and give one business example from the previous lesson.	I can: • define the main key terms. • explain the topic in simple business language. • apply my answer to a business or case study. • develop a clear BLT chain: Because → Leads to → Therefore. • I can explain pricing strategies; select suitable strategies; analyse impact on demand and profit.	Hinge: Why might a new business use penetration pricing? Red Zone: Exam question: Explain one reason why understanding pricing strategies is important to a business. (3 marks)
Week 3 - Lesson 3	Can I understand promotion and distribution decisions? Students should be able to explain the idea and apply it to a business example.	Advertising; sponsorship; sales promotion; e-commerce; distribution Know the meaning of each key word and use it correctly in an exam answer.	Theme 2: Marketing decisions Focus: understand the business idea, why it matters and how it can affect business decisions.	Recall segmentation and marketing mix. Quick recall: define one key term and give one business example from the previous lesson.	I can: • define the main key terms. • explain the topic in simple business language. • apply my answer to a business or case study. • develop a clear BLT chain: Because → Leads to → Therefore. • I can compare promotion methods; explain distribution choices; recommend suitable approaches.	Hinge: Why might social media be more suitable than TV advertising for a small business? Red Zone: Exam question: Explain one reason why understanding promotion and distribution decisions is important to a business. (3 marks)
Week 4 - Lesson 1	Can I understand business operations and production? Students should be able to explain the idea and apply it to a business example.	Job; batch; flow; productivity; efficiency Know the meaning of each key word and use it correctly in an exam answer.	Theme 2: Operational decisions Focus: understand the business idea, why it matters and how it can	Retrieve costs, quality and growth. Quick recall: define one key term and give one business example from the previous lesson.	I can: • define the main key terms. • explain the topic in simple business language. • apply my answer to a business or case study. • develop a clear BLT chain: Because → Leads to → Therefore.	Hinge: Which production method is most suitable for customised wedding cakes? Why? Red Zone: Exam question: Explain one reason why understanding business operations and production is

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			affect business decisions.		• I can distinguish production methods; calculate productivity; recommend a suitable method.	important to a business. (3 marks)
Week 4 - Lesson 2	Can I understand quality and supply chain decisions? Students should be able to explain the idea and apply it to a business example.	Quality control; quality assurance; supplier; procurement; logistics Know the meaning of each key word and use it correctly in an exam answer.	Theme 2: Operational decisions Focus: understand the business idea, why it matters and how it can affect business decisions.	Recall production and customer needs. Quick recall: define one key term and give one business example from the previous lesson.	I can: • define the main key terms. • explain the topic in simple business language. • apply my answer to a business or case study. • develop a clear BLT chain: Because → Leads to → Therefore. • I can compare quality control/assurance; explain supplier factors; analyse operational trade-offs.	Hinge: Why might the cheapest supplier not be the best choice? Red Zone: Exam question: Explain one reason why understanding quality and supply chain decisions is important to a business. (3 marks)
Week 5 - Lesson 1	Can I understand organisational structures and recruitment? Students should be able to explain the idea and apply it to a business example.	Hierarchy; span of control; chain of command; delayering; recruitment Know the meaning of each key word and use it correctly in an exam answer.	Theme 2: Human resources Focus: understand the business idea, why it matters and how it can affect business decisions.	Recall business growth and functional areas. Quick recall: define one key term and give one business example from the previous lesson.	I can: • define the main key terms. • explain the topic in simple business language. • apply my answer to a business or case study. • develop a clear BLT chain: Because → Leads to → Therefore. • I can interpret organisation charts; explain delayering; analyse recruitment decisions.	Hinge: How could delayering improve communication but create problems? Red Zone: Exam question: Explain one reason why understanding organisational structures and recruitment is important to a business. (3 marks)
Week 5 - Lesson 2	Can I understand motivation and training? Students should be able to explain the idea and apply it to a business example.	Motivation; financial; non-financial; induction; on-the-job; off-the-job Know the meaning of each key word and use	Theme 2: Human resources Focus: understand the business idea, why it matters and how it can	Retrieve recruitment and productivity. Quick recall: define one key term and give one business example from the previous lesson.	I can: • define the main key terms. • explain the topic in simple business language. • apply my answer to a business or case study. • develop a clear BLT chain: Because → Leads to → Therefore.	Hinge: Why might non-financial motivation improve productivity? Red Zone: Exam question: Explain one reason why understanding motivation and training is important to a business. (3 marks)

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		it correctly in an exam answer.	affect business decisions.		• I can explain motivation methods; compare training methods; analyse impact on productivity and retention.	
Week 5 - Lesson 3	Can I analyse business financial performance? Students should be able to explain the idea and apply it to a business example.	Gross profit; net profit; gross profit margin; net profit margin; ARR Know the meaning of each key word and use it correctly in an exam answer.	Theme 2: Financial decisions Focus: understand the business idea, why it matters and how it can affect business decisions.	Recall revenue, costs and profit calculations. Quick recall: define one key term and give one business example from the previous lesson.	I can: • define the main key terms. • explain the topic in simple business language. • apply my answer to a business or case study. • develop a clear BLT chain: Because → Leads to → Therefore. • I can calculate profit margins and ARR; interpret changes; use financial data to support decisions.	Hinge: Sales rise but net profit margin falls. What could this suggest? Red Zone: Exam question: Explain one way that analysing business financial performance could affect a business. (3 marks)
Week 6 - Lesson 1	Can I understand cash flow and financial decision making? Students should be able to explain the idea and apply it to a business example.	Cash flow; working capital; liquidity; finance; investment Know the meaning of each key word and use it correctly in an exam answer.	Theme 2: Financial decisions Focus: understand the business idea, why it matters and how it can affect business decisions.	Retrieve cash-flow and profitability calculations. Quick recall: define one key term and give one business example from the previous lesson.	I can: • define the main key terms. • explain the topic in simple business language. • apply my answer to a business or case study. • develop a clear BLT chain: Because → Leads to → Therefore. • I can interpret cash-flow information; identify causes of cash problems; recommend suitable actions.	Hinge: Why can a growing business experience cash-flow problems? Red Zone: Exam question: Explain one way that understanding cash flow and financial decision making could affect a business. (3 marks)
Week 6 - Lesson 2	Can I understand external influences on large businesses? Students should be able to explain the idea and apply it to a business example.	Interest rate; exchange rate; inflation; legislation; taxation Know the meaning of each key word and use	Theme 2: External influences Focus: understand the business idea, why it matters and how it can	Recall globalisation and financial decisions. Quick recall: define one key term and give one business example from the previous lesson.	I can: • define the main key terms. • explain the topic in simple business language. • apply my answer to a business or case study. • develop a clear BLT chain: Because → Leads to → Therefore. • I can analyse how	Hinge: How might inflation affect both a business and its customers? Red Zone: Exam question: Explain one reason why understanding external influences on large businesses is important to a business. (3 marks)

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		it correctly in an exam answer.	affect business decisions.		economic and legal changes affect costs, demand, investment and profit.	
Week 7 - Lesson 1	Can I answer Edexcel 6- and 9-mark questions effectively? Students should be able to explain the idea and apply it to a business example.	Application; analysis; BLT; context; judgement Know the meaning of each key word and use it correctly in an exam answer.	Themes 1 and 2 exam technique Focus: understand the business idea, why it matters and how it can affect business decisions.	Retrieve command words and core business chains. Quick recall: define one key term and give one business example from the previous lesson.	I can: • define the main key terms. • explain the topic in simple business language. • apply my answer to a business or case study. • develop a clear BLT chain: Because → Leads to → Therefore. • I can develop BLT chains; use case-study context; compare options; make supported judgements.	Hinge: What turns a simple point into developed analysis? Red Zone: Exam question: Analyse one factor that could affect the success of a business. (6 marks)
Week 7 - Lesson 2	Can I answer Edexcel 12-mark questions effectively? Students should be able to explain the idea and apply it to a business example.	Evaluate; justify; counterargument; conclusion; context Know the meaning of each key word and use it correctly in an exam answer.	Themes 1 and 2 exam technique Focus: understand the business idea, why it matters and how it can affect business decisions.	Retrieve 6-/9-mark structures and key calculations. Quick recall: define one key term and give one business example from the previous lesson.	I can: • define the main key terms. • explain the topic in simple business language. • apply my answer to a business or case study. • develop a clear BLT chain: Because → Leads to → Therefore. • I can build two-sided arguments; use context throughout; reach a justified final judgement.	Hinge: What should a strong 12-mark conclusion contain? Red Zone: Exam question: Analyse one factor that could affect the success of a business. (6 marks)
Week 7 - Lesson 3	Can I complete a synoptic GCSE Business assessment and act on feedback? Students should be able to explain the idea and apply it to a business example.	Synoptic; assessment; misconception; target; improvement Know the meaning of each key word and use it correctly in an exam answer.	Themes 1 and 2 review Focus: understand the business idea, why it matters and how it can affect business decisions.	Retrieve high-frequency knowledge from both themes. Quick recall: define one key term and give one business example from the previous lesson.	I can: • define the main key terms. • explain the topic in simple business language. • apply my answer to a business or case study. • develop a clear BLT chain: Because → Leads to → Therefore. • I can complete mixed exam questions; identify	Hinge: Which topic is currently costing you the most marks, and what will you do about it? Red Zone: Exam question: Analyse one factor that could affect the success of a business. (6 marks)

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					misconceptions; correct errors; set specific revision targets.	