

## Curriculum Map Year 11 IGCSE Business

Topic Name	Term	Content / skills developed with link to NC / exam board subject content (if applicable)	Reflection on previous learning	Progress to future learning	Global Citizenship links	Qatar National Identity links
4.1 Market Research 4.2 The Market	Term 1.1 7 weeks	<p><b>Market Research</b> Understand elements of market research including:</p> <ul style="list-style-type: none"> <li>to identify and understand customer needs</li> <li>to identify gaps in the market</li> <li>to reduce risk</li> <li>to inform business decisions.</li> </ul> <p>Methods of market research:</p> <p>Primary research examples like:</p> <ul style="list-style-type: none"> <li>survey</li> <li>questionnaire</li> <li>focus Groups</li> <li>observation</li> <li>test marketing</li> </ul> <p>Secondary research examples like:</p> <ul style="list-style-type: none"> <li>internet</li> <li>market reports</li> <li>government reports</li> </ul> <p>The use of data in market research including:</p> <ul style="list-style-type: none"> <li>Qualitative and quantitative data</li> <li>The role of social media in collecting market research data</li> <li>The importance of the reliability of the market research data.</li> </ul>	<p>On-going links to Enterprise topics:</p> <ul style="list-style-type: none"> <li>Market Research</li> <li>Marketing</li> </ul>	AS Business Course	Develop skills that enable us to thrive in an interconnected world.	<p>Sustainability: self-esteem and participation</p> <p>Conscious thinking about my Role Models</p>

		<p><b>The Market</b> Importance of marketing:</p> <ul style="list-style-type: none"> <li>• satisfying customer</li> <li>• needs</li> <li>• building customer</li> <li>• relationships</li> <li>• keeping customer</li> <li>• loyalty</li> </ul> <p>market orientation and product orientation</p> <ul style="list-style-type: none"> <li>• market share and analysis</li> <li>• niche and mass marketing. Responding to changes in the market:</li> <li>• changing customer</li> <li>• needs</li> <li>• changing customer/consumer spending patterns</li> <li>• increased</li> <li>• competition.</li> </ul> <p>How businesses use market segmentation to target customers:</p> <ul style="list-style-type: none"> <li>• identifying market segments:</li> <li>• location</li> <li>• demographics</li> <li>• lifestyle</li> <li>• income</li> <li>• age.</li> </ul>				
<b>4.3 Marketing Mix</b>	Term 1.2 7 weeks	<p><b>The Marketing Mix</b></p> <p><u>Product:</u></p> <ul style="list-style-type: none"> <li>• development of a new product/service</li> <li>• the difference between goods and services</li> <li>• packaging and its importance</li> </ul>	<p>On-going links to Enterprise topics:</p> <ul style="list-style-type: none"> <li>• Product</li> <li>• Price</li> <li>• Place</li> <li>• Promotion</li> </ul>	AS Business Course	Develop skills that enable us to thrive in an interconnected world.	Sustainability: self-esteem and participation

	<ul style="list-style-type: none"> <li>• product life cycle – main phases and extension strategies</li> <li>• managing and reviewing the product portfolio (Boston matrix).</li> </ul> <p><u>Price:</u> The main pricing strategies and when they might be applied:</p> <ul style="list-style-type: none"> <li>• cost plus</li> <li>• penetration</li> <li>• competition</li> <li>• skimming</li> <li>• promotional.</li> </ul> <p><u>Place:</u> Distribution channels: methods of distribution</p> <ul style="list-style-type: none"> <li>• retailers</li> <li>• e-tailers (e- commerce).</li> </ul> <p><u>Promotion:</u> Promotion strategies for different market segments:</p> <ul style="list-style-type: none"> <li>• advertising</li> <li>• sponsorship</li> <li>• product trials</li> <li>• special offers</li> <li>• branding</li> <li>• above the line and below the line promotion techniques</li> <li>• public relations – improving company image/brand</li> <li>• the use of technology in promotion:</li> <li>• targeted advertising online</li> </ul>	<ul style="list-style-type: none"> <li>• Product Life Cycle</li> </ul>			<p>Conscious thinking about my Role Models</p>
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<b>3.1</b> Business finance - sources <b>3.2</b> Cash flow forecasting <b>3.3</b> Costs and break-even analysis	Term 2.1 <b>6</b> Weeks	<b>Business finance - sources</b> The need for finance: <ul style="list-style-type: none"> <li>short-term needs</li> <li>long-term needs</li> <li>to start up or expand.</li> </ul> Internal sources of finance: <ul style="list-style-type: none"> <li>personal savings</li> <li>retained profit</li> <li>selling assets.</li> </ul> External sources of finance: <ul style="list-style-type: none"> <li>overdraft and trade payables</li> <li>loan capital, share capital, including stock market flotation (public limited companies)</li> <li>venture capital</li> <li>crowdfunding.</li> </ul> <b>Cash flow forecasting</b> The importance of cash to a business: <ul style="list-style-type: none"> <li>to pay suppliers, overheads, and employees</li> <li>to prevent business failure (insolvency)</li> <li>the difference between cash and profit.</li> </ul> Calculation and interpretation of cash-flow forecasts: <ul style="list-style-type: none"> <li>cash inflows</li> <li>cash outflows</li> <li>net cash flow</li> <li>opening and closing balances.</li> </ul> <b>Costs and break-even analysis</b>	On-going links to Enterprise topics: <ul style="list-style-type: none"> <li>Raising finance</li> <li>Cash flow</li> <li>Profit and loss account</li> <li>Balance Sheet</li> </ul>	AS Business Course	Develop skills that enable us to thrive in an interconnected world.	Sustainability: self-esteem and participation  Conscious thinking about my Role Models

		<p>The concept and calculation of:</p> <ul style="list-style-type: none"> <li>• revenue</li> <li>• fixed and variable costs</li> <li>• total costs</li> <li>• profit and loss. The concept of break-even and calculation of break-even (from formula or diagram):</li> <li>• break-even level of output. Interpretation of break-even charts:</li> <li>• the impact of changes in revenue and costs</li> <li>• limitations of break-even charts</li> </ul>				
<p><b>3.4</b> Financial documents <b>3.5</b> Accounts analysis</p>	<p>Term 2.2 6 Weeks</p>	<p><b>Financial documents</b> The purpose of statements of comprehensive income:</p> <ul style="list-style-type: none"> <li>• main features – sales, cost of sales, gross profit, expenses, operating profit</li> <li>• the use of statements of comprehensive income in decision making (students will not be required to construct an income statement)</li> <li>• the nature of profit and its importance.</li> </ul> <p>The purpose of statements of financial position:</p> <ul style="list-style-type: none"> <li>• main features - current and non-current assets, current and non-current liabilities, capital employed</li> <li>• interpret a statement of financial position (students will not be required to construct a statement of financial position).</li> </ul> <p><b>Accounts analysis</b> Calculating and analysing accounting ratios:</p> <ul style="list-style-type: none"> <li>• gross profit margin</li> <li>• operating profit margin</li> </ul>	<p>On-going links to Enterprise topics:</p> <ul style="list-style-type: none"> <li>• Raising finance</li> <li>• Cash flow</li> <li>• Profit and loss account</li> <li>• Balance Sheet</li> </ul>	AS Business Course	Develop skills that enable us to thrive in an interconnected world.	<p>Sustainability: self-esteem and participation</p> <p>Conscious thinking about my Role Models</p>

		<ul style="list-style-type: none"> <li>• markup</li> <li>• return on capital employed (ROCE)</li> <li>• current ratio</li> <li>• acid test ratio. (Formulae for use in this qualification can be found in Appendix 4. Students will be provided with these formulae in the examination.)</li> </ul> <p>Liquidity:</p> <ul style="list-style-type: none"> <li>• the concept and importance of liquidity</li> <li>• comparisons with previous years and/or with other business organisations.</li> </ul> <p>The use of financial documents: assess the performance of the business inform decision making.</p>				
Revision	Term 3 <b>11 Weeks</b>	Revision for IGCSE Business			Develop skills that enable us to thrive in an interconnected world.	Sustainability: self-esteem and participation  Conscious thinking about my Role Models