HOLLAND PARK SCHOOL | 2025-2026

Continuity Curriculum

An online shadow curriculum for students temporarily out of lessons to ensure continuity of learning

Year 11 – Business

Week Beginning	Lesson Title	Lesson Objective	Online Lesson Link	Any additional instructions? You must answer all of these questions in full sentences in your workbooks in addition to the 'Deliberate Practice' tasks on the slides
1st September	2.1.2 Changing Aims/Objectives	To be able to Analyse reasons why aims change	Changing aims and objectives.pptx	• What are business aims and objectives? • Why might a business change its aims and objectives? • How do internal factors (like business performance or leadership) affect objectives? • How do external factors (like market conditions or competition) affect objectives?

				• Give two examples of how a small business might change its aims after becoming more established. • Complete questions in 3 marker booklet
8th September	2.1.3 Globalisation	To be able to Understand globalisation and its impact	Globalisation 2023.pptx	• What is globalisation? • What are the main features of globalisation? • How does globalisation affect imports and exports? • What are the benefits of globalisation to UK businesses? • What are the drawbacks of globalisation to small firms? • How can a business respond to the opportunities and threats of globalisation? • Complete 3 marker booklet questions
15th September	2.1.4 Ethics & Environment	To be able to Evaluate the impact of ethical/environmental considerations	Ethics and environment lesson slides.pdf	• What are ethical considerations in business? • Why might a business act ethically even if it reduces profit?

				• What are the benefits of ethical behaviour to a business? • What are environmental considerations in business? • How can a business reduce its environmental impact? • What are the potential trade-offs between ethics, the environment, and profitability? • Complete questions in 3 marker booklet
22nd September	2.2.1 Product & Design Mix	To Understand product decisions and lifecycle	Marketing mix paper 2 (1).pptx	• What are the three elements of the design mix? • How do function, aesthetics, and cost affect product design decisions? • Why might a business decide to change its design mix? • How can social trends (e.g. concern for the environment or demand for ethical sourcing) influence the design mix? • Give two examples of how a business could adapt the

				design mix to reflect environmental concerns. • How can changes to the design mix impact the competitiveness of a business? • Complete questions from 3 marker booklet
29th September	2.2.2 Price	Understand pricing strategies	Marketing mix price.pptx	• What is the difference between cost-plus, penetration, skimming, competitive, and promotional pricing? • When might a business use each pricing strategy? • How does price influence customer perception? • How can pricing strategies affect revenue and profit? • Why might a business change its pricing strategy over time? • Complete the 3 marker booklet
6th October	2.2.3 Promotion	To Evaluate promotional methods	Marketing mix paper 2 (1).pptx	• What are the different promotional methods (e.g. advertising, sponsorship, social media)? • What is the difference between short-term and long-term promotion?

				• How can promotion influence sales and customer behaviour? • What is the role of branding in promotion? • How should a business choose the most appropriate promotional method? • Complete the 3 marker booklet
13th October	2.2.4 Place	To Understand distribution channels	Marketing mix paper 2 (1).pptx	• What are the different types of distribution channels (e.g. retailer, wholesaler, e-tailer)? • What are the benefits of selling online vs. in-store? • How does the method of distribution affect costs and customer reach? • Why might a business use more than one distribution method? • How can changes in technology impact place decisions? • Complete the 3 marker questions in booklet
20th October	2.3.1 Business Operations	To Understand production processes	Methods of production.pptx	• What are the different methods of production (job, batch, flow)? • What are the benefits and drawbacks of each production method? • How does the type of product influence the choice of production method?

				• What is meant by productivity and efficiency? • How can a business increase efficiency in its operations? • How does technology influence production processes? • Answer questions from 3 marker booklet
27th October	**HALF TERM**			
3rd November	2.3.2 Working with Suppliers	To Analyse the role of procurement	Working with suppliers [Autosaved].pptx	
10th November	2.3.3 Managing Quality	Evaluate approaches to quality assurance	quality control and quality assurance.pptx	• What is quality control and how is it different from quality assurance? • What are the benefits to a business of maintaining consistent quality? • What are the consequences of poor quality for a business? • How does maintaining high quality affect customer satisfaction and brand image? • What are the costs and challenges of ensuring high quality?

				• How can quality management give a business competitive advantage?
17th November	2.3.4 The Sales Process	Understand stages of sales	Working with suppliers [Autosaved].pptx	• What are the stages of the sales process? • How can excellent customer service improve the sales process? • What is the importance of product knowledge during a sale? • How do after-sales services affect customer satisfaction and loyalty? • What are the benefits of building long-term customer relationships? • How can poor sales processes negatively affect a business?
24th November	2.4.1 Business Calculations	Gross/net profit, ARR	NPM GPM new.pptx	• What is the difference between gross profit and net profit?

				• Why is the gross profit margin important for a business to calculate? • How can the net profit margin help a business measure performance? • What does the average rate of return (ARR) show a business when deciding on an investment? • Why should businesses show their working when completing financial calculations?
1st December	2.4.2 Understanding Performance	Interpret financial data & ratios	NPM GPM new.pptx	• How can charts, graphs and tables help a business understand its financial performance? • Why might market share data be important when comparing against competitors? • What are the risks of relying only on quantitative data (e.g., figures and percentages) when making decisions?

				• How can analysing past financial data help businesses plan for the future? • What are the possible dangers of using out-of-date or incomplete financial information?
8th December	2.5.1 Organisational Structures	To Understand structure types	Organisational structures ZKA 2022.pptx	• What is the difference between a tall and a flat organisational structure? • How can having clear job roles and responsibilities benefit a business? • Why is the chain of command important in an organisational structure? • What is meant by the term "span of control"? • How can centralised decision-making benefit a business? • How can decentralised decision-making benefit employees and managers? • What problems might arise if communication is poor within a tall structure? • How can an organisational chart help employees understand their position in a business? • Why might a fast-growing business need to change its organisational structure?

				• How can the choice of organisational structure affect motivation and efficiency?
15th December	2.5.2 Recruitment	To Understand recruitment processes	recruitment.pptx	• What is the difference between internal and external recruitment? • How can internal recruitment benefit a business? • What are the possible disadvantages of external recruitment? • Why is it important for a business to produce a clear job description and person specification? • How can using application forms and CVs help the recruitment process? • Why might a business use interviews, tests, or assessment centres when selecting candidates? • How can effective recruitment improve employee motivation and performance? • What problems might a business face if recruitment is rushed or poorly managed? • Why is it important to follow legal requirements during recruitment? • How can recruiting the right employees contribute to the long-term success of a business?

22nd December	**CHRISTMAS HOLIDAYS**			
5th January	**Mid- Year Exams**			
12th January				
19th January	2.5.3 Training	To Explore training methods	training and development.docx	• What is the difference between on-the-job training and off-the-job training? • How can on-the-job training benefit both the employee and the business? • What are the disadvantages of using off-the-job training? • Why is induction training important for new employees? • How can training improve employee motivation and job satisfaction? • In what ways can training help a business remain competitive? • How might training support employees in adapting to new technology?

				• What problems could arise for a business if training is not provided? • How can training improve the quality of customer service? • Why might a business need to regularly update the training it provides?
26th January	2.5.4 Motivation	Evaluate motivation techniques	Motivation PDF.pdf Motivation and ways of working.docx	• What is the difference between financial and non-financial methods of motivation? • How can offering bonuses and commission motivate employees? • Why might a business use non-financial motivators such as job rotation or team working? • How can recognition and praise from managers improve motivation?

				• What role does job enrichment or responsibility play in motivating staff? • How can motivated employees improve productivity in a business? • What problems might a business face if employees are not motivated? • Why is employee motivation important for reducing staff turnover? • How can motivation help improve customer service? • Why might different employees be motivated by different things?
2nd February	Paper 1 Revision	Final Theme 1 recap	Good and proper tea 9 marker.pptx 2.3-2.5 revision knowledge organiser 1.1 - 1.5 revision knowledge organiser 12 marker	Quizlet: https://quizlet.com/gb/content/edexcel-gcse-business-studies-flashcards YouTube: https://www.youtube.com/watch?v=i760YLhlV0Q&li

			6 marker 9 marker Application 3-markers-booklet.doc 9-and-12-marker-booklet 1.rtf 9-and-12-marker-booklet (1).pdf	st=PLf6kR48ysSvPEdvtZr1sGIXFUJHedb_o6 Use revision guides and retrieval practice.
9th February	Paper 1 Revision	Final Theme 1 recap 9 and 12 marker application exam practice		Quizlet: https://quizlet.com/gb/content/edexcel-gcse-business-studies-flashcards YouTube: https://www.youtube.com/watch?v=i760YLhlV0Q&list=PLf6kR48ysSvPEdvtZr1sGIXFUJHedb_o6 Use revision guides and retrieval practice.
16th February	**HALF TERM**			
23rd February	Paper 2 Revision	Final Theme 2 recap 9 and 12 marker application exam practice	Good and proper tea 9 marker.pptx 2.3-2.5 revision knowledge organiser 1.1 - 1.5 revision knowledge organiser 12 marker 6 marker 9 marker	1. Quizlet: https://quizlet.com/gb/content/edexcel-gcse-business-studies-flashcards YouTube: https://www.youtube.com/watch?v=i760YLhlV0Q&list=PLf6kR48ysSvPEdvtZr1

			Application 3-markers-booklet.doc 9-and-12-marker-booklet 1.rtf 9-and-12-marker-booklet (1).pdf	sGIXFUJHedb_06 Use revision guides and retrieval practice.
2nd March	Paper 2 Revision	9 and 12 marker application exam practice	See above	
9th March	Revision	9 and 12 marker application exam practice	See above	
16th March	Revision	9 and 12 marker application exam practice	See above	
23rd March	Revision	9 and 12 marker application exam practice	See above	
30th March	**EASTER HOLIDAYS**			
14th April	**Revision- Please check Teams**			
20th April				
27th April				
5th May				
11th May				
18th May				
25th May	**HALF TERM**			
1st June				
8th June	**END OF YEAR ASSESSMENTS**			
15th June				
23rd June				
29th June				
6th July				
13th July				