









Key Stage 4 Curriculum Map 2021 – 2022




Term 1

Subject: IGCSE Business(Edexcel)		Year: 11	
Focus/Topic	UAE Links	HPL Link	Home Learning / Guided Reading
Week 1 (Sep 5th-9th) Revision	Excellence		Hard working: Deliberate practice
Week 2 (Sep 12th -16th) Marketing: Market Research The purpose of market research Methods of market research The use of data in market research	Students research a local market – food/restaurants, transport, hairdressers, etc. – to create a report which recommends what an existing business should do to improve competitiveness. Must use a range of market research methods and techniques	 <p style="text-align: center;">The ability to reason, Critical thinking analysis, Self-direction Perseverance Communication Collaboration Teamwork</p>	Activity – measuring students or using secondary data https://mathspig.wordpress.com/tag/average-height-of-aussie-students
Week 3, 4 Mock Exam			

<p>Week 5 (Oct 3rd – 7th): Importance of Marketing Responding to changes in the market</p>	<p>Presentation - example of products that have changed in response to changes in the market in UAE</p>	 <p>Creativity Teamwork Communication ... through identifying data and creating mind-map and display materials</p>	<p>Students research a local market – food/restaurants, transport, hairdressers, etc. – to create a report which recommends what an existing business should do to improve competitiveness. Must use a range of market research methods and techniques.</p>
<p>Week 6 (Oct 10th-14th) Market Segmentation How businesses use market segmentation to target customers: identifying market segments</p>	<p>Students use a series of resources looking at customers and market segments. For example, they look up Dubizzle to identify 20 different businesses and write down what type of customers these businesses might have. They match market segments with types of business, using photographs and examples</p>	 <p>Interpretation Analysis Executive function ... being presented with market and customer data and being required to make decisions. The ability to deduct, hypothesise, reason, seek supporting evidence</p>	<ul style="list-style-type: none"> Teacher plans to ensure that student understand market segments are groups of customers with different characteristics. <p>Students use a series of resources looking at customers and market segments. For example, they look at the Yellow Pages or Thomson Local Directory to identify 20 different businesses and write down what type of customers these businesses might have. They match market segments with types of business, using photographs and examples.</p>
<p>Week 7 Half term Holidays</p>			

<p>Week 8 (Oct 24th – 28th) The Marketing Mix – PRODUCT</p> <ul style="list-style-type: none"> • product life cycle – main phases and extension strategies (contd.) • managing and reviewing the product portfolio (Boston matrix). 	<p>Ask learners to identify 2 businesses in the UAE and draw up the Product Life Cycle</p> <p>Encouraging to draw up PLC for new businesses in the UAE and how they generate income at different stages of the PLC.</p>	 <p>Reasoning Critical thinking Problem solving ... being presented with business data</p> <p>Self-direction Perseverance</p> <p>... through opportunities for case study work to consolidate knowledge.</p>	<ul style="list-style-type: none"> • Teacher-led introduction to the marketing mix, stressing the significance of each element, and the fact that it is the 'mix' that needs to be right for individual businesses. • Student research into different products.
<p>Week 9 (Oct 31st – Nov 3rd)</p> <ul style="list-style-type: none"> • The Marketing Mix – Price • the main pricing strategies and when they might be applied: <ul style="list-style-type: none"> o cost plus o penetration o competition o skimming o promotional. 	<p>Learners creates presentation showing different products with different prices. Example – local takeaway pizza/meal, Rolex watch, mobile phone, house/apartment, etc.</p>	 <ul style="list-style-type: none"> • The ability to deduct, hypothesise, reason, seek supporting evidence • <p>Reasoning Critical thinking Problem solving ... being presented with business data</p> <p>Self-direction Perseverance</p> <ul style="list-style-type: none"> • ... through opportunities for case study work to consolidate knowledge. 	<ul style="list-style-type: none"> • • Teacher creates presentation showing different products with different prices. Example – local takeaway pizza/meal, Rolex watch, mobile phone, house/apartment, etc. • Students encouraged to consider the factors that have contributed to the different prices charged.

<ul style="list-style-type: none"> • Week 10 (Nov 7th-11th) The Marketing Mix – Place <p>– distribution channels: methods of distribution</p> <ul style="list-style-type: none"> o retailers o e-tailers (e-commerce). 	<p>Find examples of how Businesses in the UAE use different distribution channels.</p>	 <p>-The ability to take on the views of others and deal with complexity and ambiguity</p> <ul style="list-style-type: none"> • -The ability to see how what is happening in this instance could be extrapolated to other similar situations. 	<ul style="list-style-type: none"> • Self-direction Perseverance <p>... through opportunities for case study work</p>
<ul style="list-style-type: none"> • Week 11 (Nov 14th-18th) The Marketing Mix – Promotion <ul style="list-style-type: none"> • promotion strategies for different market segments: <ul style="list-style-type: none"> o advertising o sponsorship o product trials o special offers o branding <p>above the line and below the line promotion techniques Importance of Branding; Use of Technology in Promotion</p>	<p>Research on any 2 businesses in the UAE and find out how these businesses work on ways to promote their products.</p>	 <p>Self-direction Perseverance</p>	<p>- Independent research activity to select a business and identify how this business' promotional activity.</p> <p>... through opportunities for case study work to consolidate knowledge.</p>

<ul style="list-style-type: none"> Week 12 (Nov 21st-25th) BUSINESS OPERATIONS: ECONOMIES AND DISECONOMIES OF SCALE <p>Economies of scale: internal (falling average total costs as output increases)</p> <ul style="list-style-type: none"> external (falling average total costs due to external factors) <p>Diseconomies of scale limits of growth</p>	<p>Research how inefficiencies can occur with larger businesses – coordination and control issues.</p>	 <p>Self-direction Communication Collaboration Teamwork</p>	<p>This video is for AS Level but is useful for this topic: https://www.tutor2u.net/business/reference/economies-of-scale-video</p> <p>... through opportunities for individual work and team-based exercises.</p>
<ul style="list-style-type: none"> Week 13 (Nov 28th-30th) PRODUCTION <p>Production processes: different types</p>	<p>Research on businesses that use each of the Types of Production in the UAE</p>	 <p>The ability to work effectively within the rules of a domain</p>	<p>Useful introduction to job, batch and flow production https://www.youtube.com/watch?v=CLPFG5QCx0g</p>
<ul style="list-style-type: none"> Week 14 (Dec 5th-9th) REVISION/ASSESSMENT 	<p>Revision and exam practice for IGCSE level examinations</p> <p>Set Winter research project for students.</p>	 <p>Hardworking: Perseverance Agile: Openminded</p>	
<p>WINTER BREAK</p>			