

Subject Vision — Why Business Studies Matters

**Our Vision** Business Studies at Carshalton Boys Sports College produces commercially literate, analytical young people who apply business theory to real and unseen contexts with confidence. Year 11 is the culmination of the GCSE programme, completing Theme 2: Building a Business — Marketing, Operational, Financial and Human Resource Decisions — before a dedicated Examination Preparation programme covering both Paper 1 and Paper 2 in full, ensuring every pupil sits their final examinations in a well-prepared, coherent state.

**Key Concepts This Year**

- **Efficiency and Productivity:** operational decisions are judged by how effectively resources become output.
- **Human Capital:** employees are recruited, trained, organised and motivated, not simply a cost.
- **Financial Sustainability:** decisions are judged against measurable financial performance, not intention.
- **Ethical Responsibility:** decisions have consequences for stakeholders, society and the environment.
- **Organisational Design:** structure shapes communication, decision-making speed and accountability.
- **Continuous Improvement:** quality, training and marketing decisions must adapt to remain competitive.

Curriculum Journey — Learning Sequence by Term

| AUTUMN 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | AUTUMN 2                                                                                                               | SPRING 1                                                                                                                   | SPRING 2                                                                                                 | SUMMER 1                                                                                                    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|
| Ethics & Making Marketing Decisions (2.1.4–2.2)                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Making Operational Decisions (2.3)                                                                                     | Financial Decisions & Organisational Structures (2.4–2.5.1)                                                                | Making Human Resource Decisions (2.5)                                                                    | Examination Preparation: Papers 1 & 2                                                                       |
| Year 10 Theme 2 recap; ethical and environmental decision making; product, price, promotion and place; the marketing mix in practice.                                                                                                                                                                                                                                                                                                                                                                                       | Production processes and technology; working with suppliers; managing quality; the sales process and customer service. | Gross/net profit margin and average rate of return; using data to assess performance; hierarchical versus flat structures. | Recruitment, selection and job design; training and development; financial and non-financial motivation. | Focused revision, full past-paper mock examinations and PATHS feeding-forward for both Paper 1 and Paper 2. |
| A Spiral Curriculum The marketing mix, introduced in the R067+ Foundation Year and revisited in Year 10, reaches its fullest expression in Making Marketing Decisions. Cost/revenue/profit calculation from Year 10 spirals into gross and net profit margin and average rate of return, while ownership and stakeholders resurface within organisational structures and human resource decisions. Both examined papers are fully consolidated in the Examination Preparation programme before the final GCSE examinations. |                                                                                                                        |                                                                                                                            |                                                                                                          |                                                                                                             |

Assessment Information

**How Pupils Are Assessed** All assessments use Edexcel GCSE command words and tariff structures (1, 2, 3, 4, 6, 9 and 12 marks), with dual standard/higher-level expectations specified for every task:

- Starter Knowledge Tests — interleaved retrieval practice at the start of every lesson
- PATHS ANALYSE, JUSTIFY and EVALUATE tasks — GCSE-tariff extended writing across both papers
- PATHS formal written feedback — a dedicated green-pen response after every assessment
- Full Past-Paper Mock Examinations — Paper 1 and Paper 2, under timed conditions

**Formal Assessment by Unit**

- **Pricing ANALYSE (6-mark):** analyse the factors influencing a business's pricing decisions
- **Promotion JUSTIFY (9-mark):** justify the most appropriate method of promotion for a named business
- **Topic 2.2 test:** end-of-topic test on Making Marketing Decisions
- **Quality EVALUATE (12-mark):** evaluate the impact of quality management on a business's success
- **Topics 2.3–2.4 test:** end-of-topic test on Making Operational and Financial Decisions
- **Structure EVALUATE (12-mark):** evaluate the most appropriate organisational structure for a growing business
- **Topic 2.5 test:** end-of-topic test on Making Human Resource Decisions
- **Mock Examinations:** full past Paper 1 and Paper 2, each followed by a PATHS feeding-forward response

PATHS Marking Framework

Every formal assessment is followed by feedback using PATHS — the school's consistent feedback model. No PATHS cycle is complete until the pupil has responded.

|   | Element                 | What it means                                                                                   | Example in this year                                                                                                                                |
|---|-------------------------|-------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| P | Positive Comment        | A specific, sincere comment on a genuine strength of the work — never generic praise.           | “Your explanation of how a flat organisational structure widens the span of control is accurate and correctly uses the term ‘delaying’.”            |
| A | Attainment Mark / Grade | A clear mark, level or working grade showing where the work sits against expectations.          | Your response is performing at Foundation level (6/9). To reach Higher level, add named case-study figures and a substantiated final judgement.     |
| T | Target to Improve       | One specific, actionable target — never more than one.                                          | “Include a named, specific figure from the case study to support your argument about recruitment costs.”                                            |
| H | How-to Instructions     | Concrete, replicable, step-by-step guidance telling the pupil exactly how to act on the target. | “(1) Name the business and its context; (2) give one specific figure from the source; (3) link it explicitly using ‘because’ or ‘this shows that’.” |
| S | Student Response        | Pupils respond in writing to the feedback, closing the loop before the final GCSE examinations. | Acknowledge the target; improve a specific section using the How To; note what to do differently in the next answer.                                |

Carshalton Boys Sports College | Business Studies Department | Year 11 | 2026–2027 | Excellence · Character · Aspiration