

Golden Threads

How to set up and run a large international business

Enrichment

Project 4/5: Help with calculations and other core knowledge

Project 7-9: How to achieve the top grades

Review and Evaluation

Summer 2026

	Topics & Substantive Knowledge	Disciplinary Knowledge	Assessment	Misconceptions	Key Vocabulary	Knowledge Tracking
Term 1	<p>2.1.2 Changes in business aims and objectives</p> <p>2.1.3 Business and globalisation</p> <p>2.1.4 Ethics, the environment and business</p> <p>2.2 Making marketing decisions</p> <p>2.2.1 Product</p> <p>2.2.2 Price</p> <p>2.2.3 Promotion</p> <p>2.1.2 The differences between small and larger businesses aims and objectives. How larger businesses change their aims and objectives as they grow and respond to internal and external factors.</p> <p>2.1.3 The impacts of being a global business including competition on imports and exports and the changes in business locations. Considerations are made to the barriers to international trade and how business can competitive effectively internationally.</p> <p>2.1.4 How large business are impacted by ethical and environmental considers including the trade-off between profit and ethics and the working conditions of employees around the world. How pressure groups impact the ethics of business operations is also considered.</p> <p>2.2.1 The different components of the design mix and considered, the importance of the product life cycle including the extension strategies, how importance the purpose of differentiation a product and service is considered.</p> <p>2.2.2 The difference between high margin, high volume strategy pricing strategy and the different factors that influence a business's decision on the price of a product.</p> <p>2.2.3 The different forms of promotion and how technology influences how products are promoted.</p>	<p>2.1.2 To be able to identify the different aims and objectives for larger businesses and analyse the impact of changes in aims and objectives.</p> <p>2.1.3 To be able to describe the impact of globalisation and analyse the impact for the business of imports and exporting products. To analyse the barriers to international trade and how a business can respond to those barriers.</p> <p>2.1.4 To be able to analyse the impact of ethics on a business, describing how a business could act in an ethical manner. To make a judgement on how what trade off a business should make when being ethical and how this could be influenced be stakeholders, such as pressure groups.</p> <p>2.2.1 To be able to describe the different sections of the design mix and be able to explain why they need to be changed. To be able to identify the different stages of the product life cycle and give examples of how to extend the life of a product and how importance it is for a larger business to differentiate is product from competitors, explain how and why this is achieved.</p> <p>2.2.2 To be able to identify and analyse the different impacts of having different pricing strategies on the running of a business and what factors would influence the strategies.</p> <p>2.2.3 To be able to identify the different methods of promotion and be able to analyse the most effective form of promotion for a given business, justifying the decision. Considerations need to be made on how technology is not used within promotion and how that could influence a businesses decision to use it.</p>	Term 1 Week 4	<p>The different types of trade blocs and their significance</p> <p>Marketing only consists of promotion/ advertising.</p> <p>Child labour could be a positive for a business.</p>	<p>Aims and objectives</p> <p>Workforce</p> <p>Market conditions</p> <p>Globalisations</p> <p>Imports and exports</p> <p>Tariffs</p> <p>Trade blocs</p> <p>Ethics</p> <p>Pressure groups</p> <p>Trade offs</p> <p>Product Life Cycle</p> <p>Branding</p> <p>Advertising</p> <p>Survival</p> <p>Growth</p> <p>Workforce</p> <p>Sustainability</p> <p>Aesthetics</p> <p>Function</p> <p>Strategies</p> <p>Sponsorship</p> <p>Product trains</p>	<p>2.1 Business growth</p> <p>1.3.1 Aims and objectives</p> <p>1.4.3 The marketing mix</p> <p>1.5.4 The economy and business</p> <p>1.5.5 External influences</p>



	Topics & Substantive Knowledge	Disciplinary Knowledge	Assessment	Misconceptions	Key Vocabulary	Knowledge Tracking
Term 2	<p>2.2.4 Place</p> <p>2.2.5 Using the marketing mix to mark business decisions</p> <p>2.3.1 Business operations</p> <p>2.3.2 Working with suppliers</p> <p>2.2.4. The different distribution methods including retailers and e-tailers.</p> <p>2.2.4 The ways in which the marketing mix can influence a businesses decision and how it can great competition advantage.</p> <p>2.3.1 To understand the differences between products and services. To know the different production methods and the impact of the production methods on business. The impact of using technology on production methods and the impact of the quality of the product.</p> <p>2.3.2 The different ways to manage the stock and how businesses use procurement. The role of procurement and how business need to have a relationship with suppliers and the impact of logistics on the support decisions.</p>	<p>2.2.4 To be able describe the different distribution methods and the use of e-commerce and the pros and cons for a business.</p> <p>2.2.5 To be able to explain how the marketing mix is influenced by a change in the business strategy and how a business could adapt their operations because of this in order to gain competitiveness over their rivals.</p> <p>3.3.1 To describe the purpose of a business and identify a product and a service. To be able to explain the different production processes, consider the pros and cons and the impact of using different types of production methods. To be able to analyse the impact of technology on the different production methods.</p> <p>3.3.2 To be able to interpret a bar gate stock graph, determine the minimum and maximum stock levels and the re-order points. To be able to explain the advantages and disadvantages of using a JIT method for managing stock. To be able to describe the role of procurement when managing stock levels, explaining the importance of the relationship with a supplier and analysing the impacts of logistical decision on a business.</p>	Term 2 Week 3	<p>All the marketing mix needs to be effective to be able to increase sales.</p> <p>The purpose of ARR</p>	<p>Distribution</p> <p>e-commerce</p> <p>Competitive advantage</p> <p>Business operations</p> <p>Goods and services</p> <p>Production</p> <p>Productivity</p> <p>Balancing costs</p> <p>Bar gate stock graphs</p> <p>Just in Time (JIT)</p> <p>Procurement</p> <p>Logistics</p> <p>Retailers</p> <p>e-tailers</p> <p>Quality</p> <p>Flexibility</p> <p>Stock</p> <p>Stock control</p> <p>Margins</p>	<p>1.4.3 The marketing mix</p> <p>2.2.4 Place</p>



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Term 3	<p>2.3.3 Managing quality</p> <p>2.3.4 The sales process</p> <p>2.4.1 Making financial decisions</p> <p>2.4.1 Business calculations</p> <p>2.4.2 Understanding business performance</p> <p>2.3.3 The significance of quality in the production of a product and how business completed the QA process, including quality assurance and quality control. Considerations are made to how quality can gain a competitive advantage.</p> <p>2.3.4 The different elements of the sales process and how important providing customer service for the business.</p> <p>2.4.1 To understand the difference between gross and net profit and how to calculate their margins and the ARR.</p> <p>2.4.2 Using graphs and data to justify business decisions including marketing, financial, market data.</p>	<p>2.3.3 To be able to describe the difference between quality assurance and quality control and how important they are in managing the quality of the production of a product. Explaining the advantages of having a good quality procedure in place and how it may provide competitive advantage.</p> <p>2.3.4 To be able to describe the different stages of the sales processes and explain the importance for businesses of providing good customer service.</p> <p>2.4.1 To be able to calculate gross and net profit. To be able to calculate and interpret gross and net profit margin and ARR.</p> <p>2.4.2 To be able to identify and interpret financial, marketing and market data from graphs and charts.</p>	Term 3 week 5	<p>The difference types of quality measures a business puts in place.</p> <p>Mis-learning the formula</p>	<p>Quality</p> <p>Job</p> <p>Batch</p> <p>Flow production methods</p> <p>Quality assurance</p> <p>Quality control</p> <p>Product knowledge</p> <p>Customer service</p> <p>Post-sales service</p> <p>Income statement</p> <p>Cost of sales</p> <p>Expenses</p> <p>Gross profit</p> <p>Net profit</p> <p>Gross profit margin</p> <p>Net profit margin</p> <p>Average rate of return (ARR)</p> <p>Business performance</p> <p>Reputation</p> <p>Customer satisfaction</p> <p>Efficiency</p> <p>Customer feedback</p> <p>Data</p> <p>Fit for purpose</p>	<p>1.1.3 The role of business enterprise</p> <p>1.3.2 Business revenues, costs and profits</p>



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Term 4	<p>Making human resource decisions</p> <p>2.5.1 Organisations structures</p> <p>2.5.2 Effective recruitment</p> <p>2.5.3 Effective training and development</p> <p>2.5.4 Motivation</p> <p>2.5.1 To understand the different types of organisational structures within large business including hierarchical, flat, central and decentralised. How business communication and the importance of effective communication including the barriers to effective communication. The different ways of working and the impact of technology on the ways of working.</p> <p>2.5.2 The different job roles and responsibilities within a business including the recruitment process and the documents that are required to recruit employees. Different recruitment methods are considered including internal and external and how the ways are used to meet the different business needs.</p> <p>2.5.3 The different ways business train staff including formal, informal, self-learning and ongoing, depending on the job role and the training needs. The use of setting targets for performance reviews are considered. Links are made between training, motivation and retention and how technology could be used effective to train staff.</p> <p>2.5.4 To understand the importance of motivation in the workplace, considering financial and non-financial methods of motivation.</p>	<p>2.5.1 To be able to identify types of organisational structures and be able to analyse the impacts of having the different structures, making a judgement on the appropriateness of the structures. To be able to explain the importance of effective communication within a business and the consequences for poor communication. To be able to evaluate different ways of working, on a case study and make a judgement on how they impact a business, drawing conclusions.</p> <p>2.5.2 To be able to describe the different toles and responsibilities within an organisation. To be able give examples of the different documentation need to recruit staff and explain when a business would use internal and external recruitment policies.</p> <p>2.5.3 To be able to explain the advantages and disadvantages of the different types of training methods and how it may influence performance reviews. To be able to explain the links between training, motivation and retention.</p> <p>2.5.4 To be able identify the different financial and non-financial ways to motivate staff, to be able to analyse the impact of motivation on staff and a business.</p>	Term 4 week 6	<p>The difference between employers and employees</p> <p>Fringe benefits are non-financial</p>	<p>Organisational structures</p> <p>Hierarchical</p> <p>Centralised</p> <p>Decentralised</p> <p>Directors</p> <p>Supervisors</p> <p>Operational staff</p> <p>Employees</p> <p>Employers</p> <p>Performance reviews</p> <p>Bonus</p> <p>Commission</p> <p>Fringe benefits</p> <p>Job rotation</p> <p>Job enrichment</p> <p>Communication</p> <p>Freelance</p> <p>Roles</p> <p>Responsibilities</p> <p>Person specification</p> <p>Job description</p> <p>Curriculum Vitae (CV)</p> <p>Motivation</p> <p>Training</p> <p>Retention</p> <p>Autonomy</p>	2.1.3 Business globalisation
Term 5	<p>1.3 Putting a business idea into practice including business aims and objectives.</p> <p>1.5 Understanding external influences on business</p> <p>2.1 Growing the business</p> <p>As required</p>	As required	Term 5 week 2 Theme 2 Paper	N/A	No new learning	