

## Business Unit Overview Year 11 GCSE

### Business Studies - Year 11 Autumn Half Term 1

Students will have finished studying Topic 1.4 of the Year 10 syllabus for Business Studies before lockdown began. During lockdown work was set to cover

Topics 2.3, 2.4 and 2.5. These topics were considered easier for students to do through individual learning and through video lessons.

We appreciate the challenges faced by students in returning to school and starting Year 11 and support will be offered to help them return and get back into an academic routine. To start Year 11 we will recap the learning set in lockdown for Topic 2.3. This will give students an opportunity to feel confident they have understood the topic correctly whilst learning remotely. We will support students with the written and numerical skills they need to develop for this topic in class. We will then be covering topic 1.5 which was not covered in Year 10 due to the lockdown. This is one of the more challenging areas of the course and we felt that students would need teacher input to support them with this learning, hence we left this until we returned. Once Topic 1.5 has been completed we will then finish the rest of the course as follows, Topic 2.1, 2.2 and then we will recap 2.4 and 2.5. We aim to complete this by March 2021. We will then be revising for the exams for the remainder of the year.

Homework will be set for Topics 1.1 to 1.4 so that students can recap and re-engage with the topics ready for their mock exams in December 2020.

The Year 11 syllabus has been remodelled in order to support the learning of students and ensure that all content is covered in detail.

Catch up Content for the first three weeks of term Topic 2.3

2.3.1 Business operations	<p><b>Knowledge</b> Students will learn about the purpose of business operations to produce goods and to provide services. Students will learn about production processes, different types: job, batch, flow, the impact of different types of production processes and keeping productivity up and costs down, allowing for competitive prices.</p>	<p>Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.</p> <p>Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.</p>	<p>Design and technology students will have prior knowledge of CAD, CAM and production methods.</p> <p>1.3.2 Business revenues, costs and profits</p> <p>1.3.3 Cash and cash flow</p> <p>1,5.2 Technology and business</p>	<p><u><a href="#">Sharepoint Resources for students</a></u></p> <p>Textbooks Class teacher Powerpoints Knowledge Organisers Past Exam Papers Mark Schemes Revision Guide Revision Workbook</p>
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	<p>Students will learn the impacts of technology on production such as balancing cost, productivity, quality and flexibility. Understanding Students will understand the purpose of business operations. Students will understand the production process. Students will understand the impact of technology on production. Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique for 3, 6, 9 &amp; 12 mark questions, using case studies effectively, understanding context and how to analyse and evaluate.</p>	<p>Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.</p> <p>An outstanding commitment shown to participating in group activities and supporting peers.</p> <p>Utilising the exam technique at every opportunity when answering questions, verbally or in writing.</p> <p>Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>2.2.2 Price</p>	<p><u>Online Resources for Students</u></p> <p>BBC GCSE Bitesize Seneca Learning Bee Business Bee Business Ed</p> <p><u>Social Media Resources for Students</u></p> <p><b>Youtube</b> Bizconsesh Joe Bayley Revision</p>
<p>2.3.2 Working with suppliers</p>	<p>Knowledge Students will learn about managing stock, interpreting bar chart stock graphs Students will learn about the use of just in time (JIT) stock control. Students will learn about the role of procurement such as the relationships with suppliers, quality, delivery (cost, speed, reliability), availability, cost and trust.</p>	<p>Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.</p> <p>Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.</p> <p>Consistently applying knowledge and understanding</p>	<p>Design and technology students will have prior knowledge of working with suppliers for raw materials.</p> <p>1.3.2 Business revenues, costs and profits</p>	<p>Sharepoint Resources for students</p> <p>Textbooks Class teacher Powerpoints Knowledge Organisers Past Exam Papers Mark Schemes Revision Guide Revision Workbook</p>

	<p>Students will learn about the impact of logistics and supply decisions on costs, Reputation and customer satisfaction. Understanding Students will understand managing stock. Students will understand the role of procurement. Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique for 3, 6, 9 &amp; 12 mark questions, using case studies effectively, understanding context and how to analyse and evaluate.</p>	<p>to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.  An outstanding commitment shown to participating in group activities and supporting peers.  Utilising the exam technique at every opportunity when answering questions, verbally or in writing.  Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.</p>		<p>Online Resources for Students  BBC GCSE Bitesize Seneca Learning Bee Business Bee Business Ed  Social Media Resources for Students  Youtube Bizconsesh Joe Bayley Revision</p>
<p>2.3.3 Managing quality</p>	<p>Knowledge Students will learn about the concept of quality and its importance in the production of goods and the provision of services. Students will learn about quality control and quality assurance and how they allow a business to control costs and gain a competitive advantage. Understanding Students will understand the concept of quality and its importance. Skills</p>	<p>Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.  Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.  Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in</p>	<p>Design and technology students will have prior knowledge of quality and quality control techniques.  1.2.4 The competitive environment  1.3.2 Business revenues, costs and profits</p>	<p>Sharepoint Resources for students  Textbooks Class teacher Powerpoints Knowledge Organisers Past Exam Papers Mark Schemes Revision Guide Revision Workbook  Online Resources for Students  BBC GCSE Bitesize</p>

	<p>Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique for 3. 6, 9 &amp; 12 mark questions, using case studies effectively, understanding context and how to analyse and evaluate.</p>	<p>local, national and global contexts.</p> <p>An outstanding commitment shown to participating in group activities and supporting peers.</p> <p>Utilising the exam technique at every opportunity when answering questions, verbally or in writing.</p>		<p>Seneca Learning Bee Business Bee Business Ed</p> <p>Social Media Resources for Students</p> <p>Youtube Bizconsesh Joe Bayley Revision</p>
<p>2.3.4 The sales process</p>	<p><b>Knowledge</b> Students will learn about the sales process including the need for product knowledge, speed and efficiency of service, customer engagement, responses to customer feedback and post-sales service. Students will also learn the importance to businesses of providing good customer service.</p> <p><b>Understanding</b> Students will understand the sales process. Students will understand the importance of providing good customer service.</p> <p><b>Skills</b> Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique for 3. 6, 9 &amp; 12 mark questions, using case studies effectively, understanding context and how to analyse and evaluate.</p>	<p>Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.</p> <p>Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.</p> <p>Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.</p> <p>An outstanding commitment shown to participating in group activities and supporting peers.</p>	<p>1.2.1 Customer needs</p>	<p>Sharepoint Resources for students</p> <p>Textbooks Class teacher Powerpoints Knowledge Organisers Past Exam Papers Mark Schemes Revision Guide Revision Workbook</p> <p>Online Resources for Students</p> <p>BBC GCSE Bitesize Seneca Learning Bee Business Bee Business Ed</p> <p>Social Media Resources for Students</p> <p>Youtube</p>

		Utilising the exam technique at every opportunity when answering questions, verbally or in writing.		Bizconsesh Joe Bayley Revision
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**Rearrangement of the syllabus to teach missed content  
Topic 1.5, 2.1, 2.2 and then finally recap of 2.4 and 2.5**

What are we learning?	What knowledge, understanding and skills will we gain?	What does mastery look like?	How does this build on prior learning?	What additional resources are available?
<p>1.5.1 Business stakeholders</p>	<p><b>Knowledge</b> Students will learn about shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government. Students will learn how stakeholders are affected by business activity. Students will learn how stakeholders impact business activity. Students will learn about possible conflicts between stakeholder groups.</p> <p><b>Understanding</b> Students will understand who business stakeholders are and their different objectives.</p> <p><b>Skills</b> Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique for 3, 6, 9 &amp; 12 mark questions, using case studies effectively. understanding context and how to analyse and evaluate.</p>	<p>Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.</p> <p>Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.</p> <p>Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.</p> <p>An outstanding commitment shown to participating in group activities and supporting peers.</p> <p>Utilising the exam technique at every opportunity when answering questions, verbally or in writing.</p>	<p>Students may well have looked at stakeholders in geography. However, for most this will be a new concept.</p>	<p>Sharepoint Resources for students</p> <p>Textbooks Class teacher Powerpoints Knowledge Organisers Past Exam Papers Mark Schemes Revision Guide Revision Workbook</p> <p>Online Resources for Students</p> <p>GCSE Bitesize Seneca Learning Bee Business Bee Business Ed</p> <p>Social Media Resources for Students</p> <p>Youtube Bizconsesh Joe Bayley Revision</p>

<p>1.5.2 Technology and business</p>	<p><b>Knowledge</b> Students will learn about the various technologies such as, e-commerce, social media, digital communication and payment systems. Students will learn how sales, costs and the marketing mix influence businesses. <b>Understanding</b> Students will understand different types of technology used by business. Students will understand how technology influences business activity. <b>Skills</b> Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique for 3, 6, 9 &amp; 12 mark questions, using case studies effectively. understanding context and how to analyse and evaluate.</p>	<p>Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.  Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.  Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.  An outstanding commitment shown to participating in group activities and supporting peers.  Utilising the exam technique at every opportunity when answering questions, verbally or in writing.</p>	<p>Students are very astute when it comes to business technology both as consumers and customers.  1.3.2 Business revenue, costs and profits.  1.4.3 The Marketing mix</p>	<p>Sharepoint Resources for students  Textbooks Class teacher Powerpoints Knowledge Organisers Past Exam Papers Mark Schemes Revision Guide Revision Workbook  Online Resources for Students  GCSE Bitesize Seneca Learning Bee Business Bee Business Ed  Social Media Resources for Students  Youtube Bizconsesh Joe Bayley Revision</p>
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<p>1.5.3 Legislation and business</p>	<p><b>Knowledge</b> Students will learn the principles of consumer law: quality and consumer rights. Students will learn the principles of employment law: recruitment, pay, discrimination and health and safety Students will learn the implications of legislation such as, cost and the consequences of meeting and not meeting these obligations.</p> <p><b>Understanding</b> Students will understand the purpose of legislation. Students will understand the impact of legislation on businesses.</p> <p><b>Skills</b> Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique for 3, 6, 9 &amp; 12 mark questions, using case studies effectively, understanding context and how to analyse and evaluate.</p>	<p>Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.</p> <p>Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.</p> <p>Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.</p> <p>An outstanding commitment shown to participating in group activities and supporting peers.</p> <p>Utilising the exam technique at every opportunity when answering questions, verbally or in writing.</p>	<p>This is likely to be a new concept for most students. However, PDT lessons will have covered some aspects such as discrimination and health and safety.</p>	<p>Sharepoint Resources for students</p> <p>Textbooks Class teacher Powerpoints Knowledge Organisers Past Exam Papers Mark Schemes Revision Guide Revision Workbook</p> <p>Online Resources for Students</p> <p>GCSE Bitesize Seneca Learning Bee Business Bee Business Ed</p> <p>Social Media Resources for Students</p> <p>Youtube Bizconsesh Joe Bayley Revision</p>
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<p>1.5.4 The economy and business</p>	<p><b>Knowledge</b> Students will learn about unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates.</p> <p><b>Understanding</b> Students will understand the impact of the economic climate on businesses.</p> <p><b>Skills</b> Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique for 3, 6, 9 &amp; 12 mark questions, using case studies effectively. understanding context and how to analyse and evaluate.</p>	<p>Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.</p> <p>Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.</p> <p>Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.</p> <p>An outstanding commitment shown to participating in group activities and supporting peers.</p> <p>Utilising the exam technique at every opportunity when answering questions, verbally or in writing.</p> <p>Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>Students may have a social awareness of these issues and how they impact their lives. However, it is likely to be a new concept to most.</p>	<p>Sharepoint Resources for students</p> <p>Textbooks Class teacher Powerpoints Knowledge Organisers Past Exam Papers Mark Schemes Revision Guide Revision Workbook</p> <p>Online Resources for Students</p> <p>GCSE Bitesize Seneca Learning Bee Business Bee Business Ed</p> <p>Social Media Resources for Students</p> <p>Youtube Bizconsesh Joe Bayley Revision</p>
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<p>1.5.5 External influences</p>	<p><b>Knowledge</b> Students will learn about possible responses by business to changes in technology, legislation and the economic climate. <b>Understanding</b> Students will understand the importance of external influences on business. <b>Skills</b> Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique for 3. 6. 9 &amp; 12 mark questions, using case studies effectively, understanding context and how to analyse and evaluate.</p>	<p>Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.</p> <p>Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.</p> <p>Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.</p> <p>An outstanding commitment shown to participating in group activities and supporting peers.</p> <p>Utilising the exam technique at every opportunity when answering questions, verbally or in writing.</p>	<p>1.5.2 Technology and business</p> <p>1.5.3 Legislation and business</p> <p>1.5.4 The economic climate</p>	<p>Sharepoint Resources for students</p> <p>Textbooks Class teacher Powerpoints Knowledge Organisers Past Exam Papers Mark Schemes Revision Guide Revision Workbook</p> <p>Online Resources for Students</p> <p>GCSE Bitesize Seneca Learning Bee Business Bee Business Ed</p> <p>Social Media Resources for Students</p> <p>Youtube Bizconsesh Joe Bayley Revision</p>
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What are we learning?	What knowledge, understanding and skills will we gain?	What does mastery look like?	How does this build on prior learning?	What additional resources are available?
<p>2.1.1 Business growth</p>	<p><b>Knowledge</b> Students will learn about internal (organic) growth such as new products (innovation, research and development), new markets (through changing the marketing mix or taking advantage of technology and/or expanding overseas) Students will learn about external (inorganic) growth such as mergers and takeovers. Students will learn about public limited companies. (plc) Students will also learn about sources of finance for growing an established business, such as internal sources like retained profit or selling assets, and external sources such as loan capital, share capital, including stock market flotation (public limited companies). <b>Understanding</b> Students will understand the methods of business growth and their impact. Students will understand the types of business ownership for growing businesses. <b>Skills</b> Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique for 3, 6, 9 &amp; 12 mark questions, using case studies effectively, understanding context and how to analyse and evaluate.</p>	<p>Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.</p> <p>Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.</p> <p>Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.</p> <p>An outstanding commitment shown to participating in group activities and supporting peers.</p> <p>Utilising the exam technique at every opportunity when answering questions, verbally or in writing.</p>	<p>1.3.4 Sources of business finance</p> <p>1.4.1 The options for start-up and small businesses</p> <p>1.4.2 Business location</p> <p>1.4.3 The marketing mix</p>	<p>Sharepoint Resources for students</p> <p>Textbooks Class teacher Powerpoints Knowledge Organisers Past Exam Papers Mark Schemes Revision Guide Revision Workbook</p> <p>Online Resources for Students</p> <p>BBC GCSE Bitesize Seneca Learning Bee Business Bee Business Ed</p> <p>Social Media Resources for Students</p> <p>Youtube Bizconsesh Joe Bayley Revision</p>

<p>2.1.2 Changes in business aims and objectives</p>	<p><b>Knowledge</b> Students will learn about business aims and objectives in response to market conditions, technology, performance, legislation and internal reasons. Students will learn how business aims change from focusing on survival or growth, entering or exiting markets, growing or reducing the workforce and increasing or decreasing product range.</p> <p><b>Understanding</b> Students will understand why business aims and objectives change as businesses evolve. Students will understand how business aims and objectives change as businesses evolve.</p> <p><b>Skills</b> Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique for 3, 6, 9 &amp; 12 mark questions, using case studies effectively, understanding context and how to analyse and evaluate.</p>	<p>Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.</p> <p>Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.</p> <p>Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.</p> <p>An outstanding commitment shown to participating in group activities and supporting peers.</p> <p>Utilising the exam technique at every opportunity when answering questions, verbally or in writing.</p>	<p>1.3.1 Business aims and objectives</p> <p>1.4.1 The options for start-up and small businesses</p>	<p>Sharepoint Resources for students</p> <p>Textbooks Class teacher Powerpoints Knowledge Organisers Past Exam Papers Mark Schemes Revision Guide Revision Workbook</p> <p>Online Resources for Students</p> <p>BBC GCSE Bitesize Seneca Learning Bee Business Bee Business Ed</p> <p>Social Media Resources for Students</p> <p>Youtube Bizconsesh Joe Bayley Revision</p>
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<p>2.1.3 Business and globalisation</p>	<p><b>Knowledge</b> Students will learn about imports, competition from overseas, buying from overseas and exports, selling to overseas markets, changing business locations and multinationals. Students will learn about barriers to international trade such as tariffs and trade blocs. Students will learn about the use of the internet and e-commerce to compete internationally, as well as how changing the marketing mix with help them compete. <b>Understanding</b> Students will understand the impact of globalisation on businesses. Students will understand barriers to international trade. Students will understand how business compete internationally. <b>Skills</b> Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique for 3, 6, 9 &amp; 12 mark questions, using case studies effectively, understanding context and how to analyse and evaluate.</p>	<p>Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.</p> <p>Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.</p> <p>Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.</p> <p>An outstanding commitment shown to participating in group activities and supporting peers.</p> <p>Utilising the exam technique at every opportunity when answering questions, verbally or in writing.</p> <p>Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>1.1.1 The dynamic nature of business</p> <p>1.2.4 The competitive environment</p> <p>1.4.3 The marketing mix</p> <p>1.5.2 Technology and business</p> <p>1.5.4 The economy and business</p> <p>1.5.5 External Influences</p>	<p>Sharepoint Resources for students</p> <p>Textbooks Class teacher Powerpoints Knowledge Organisers Past Exam Papers Mark Schemes Revision Guide Revision Workbook</p> <p>Online Resources for Students</p> <p>BBC GCSE Bitesize Seneca Learning Bee Business Bee Business Ed</p> <p>Social Media Resources for Students</p> <p>Youtube Bizconsesh Joe Bayley Revision</p>
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<p>2.1.4 Ethics, the environment and business</p>	<p><b>Knowledge</b> Students will learn about how ethical considerations influence business activity such as possible trade-offs between ethics and profit, how environmental considerations influence business activity, possible trade-offs between the environment, sustainability and profit and the potential impact of pressure group activity on the marketing mix.</p> <p><b>Understanding</b> Students will understand the impact of ethical and environmental considerations on businesses.</p> <p><b>Skills</b> Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique for 3, 6, 9 &amp; 12 mark questions, using case studies effectively, understanding context and how to analyse and evaluate.</p>	<p>Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.</p> <p>Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.</p> <p>Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.</p> <p>An outstanding commitment shown to participating in group activities and supporting peers.</p> <p>Utilising the exam technique at every opportunity when answering questions, verbally or in writing.</p>	<p>Geography students will have prior knowledge of these issues and how business can impact the environment.</p> <p>Students who are socially aware may well have strong ethical views on business.</p> <p>1.4.3 The marketing mix</p>	<p>Sharepoint Resources for students</p> <p>Textbooks Class teacher Powerpoints Knowledge Organisers Past Exam Papers Mark Schemes Revision Guide Revision Workbook</p> <p>Online Resources for Students</p> <p>BBC GCSE Bitesize Seneca Learning Bee Business Bee Business Ed</p> <p>Social Media Resources for Students</p> <p>Youtube Bizconsesh Joe Bayley Revision</p>
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**Business Studies - Year 11  
Autumn Half Term 2**

<b>What are we learning?</b>	<b>What knowledge, understanding and skills will we gain?</b>	<b>What does mastery look like?</b>	<b>How does this build on prior learning?</b>	<b>What additional resources are available?</b>
<p>2.2.1 Product</p>	<p><b>Knowledge</b> Students will learn about the design mix including, function, aesthetics and cost. Students will learn about the product life cycle, the phases of the product life cycle and extension strategies. <b>Understanding</b> Students will understand the design mix. Students will understand the importance to a business of differentiating a product/ service. <b>Skills</b> Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique for 3, 6, 9 &amp; 12 mark questions, using case studies effectively, understanding context and how to analyse and evaluate.</p>	<p>Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.</p> <p>Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.</p> <p>Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.</p> <p>An outstanding commitment shown to participating in group activities and supporting peers.</p> <p>Utilising the exam technique at every opportunity when answering questions, verbally or in writing.</p>	<p>1.4.3 The marketing mix</p>	<p>Sharepoint Resources for students</p> <p>Textbooks Class teacher Powerpoints Knowledge Organisers Past Exam Papers Mark Schemes Revision Guide Revision Workbook</p> <p>Online Resources for Students</p> <p>BBC GCSE Bitesize Seneca Learning Bee Business Bee Business Ed</p> <p>Social Media Resources for Students</p> <p>Youtube Bizconsesh Joe Bayley Revision</p>

<p>2.2.2 Price</p>	<p><b>Knowledge</b> Students will learn about price including pricing strategies, influences on pricing strategies, technology, competition, market segments and product life cycle.</p> <p><b>Understanding</b> Students will understand the element of price in the marketing mix.</p> <p><b>Skills</b> Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique for 3, 6, 9 &amp; 12 mark questions, using case studies effectively, understanding context and how to analyse and evaluate.</p>	<p>Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.</p> <p>Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.</p> <p>Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.</p> <p>An outstanding commitment shown to participating in group activities and supporting peers.</p> <p>Utilising the exam technique at every opportunity when answering questions, verbally or in writing.</p> <p>Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>1.2.3 Market Segmentation</p> <p>1.2.4 The competitive environment</p> <p>1.4.3 The marketing mix</p> <p>1.5.2 Technology and business</p> <p>2.2.1 Product</p>	<p>Sharepoint Resources for students</p> <p>Textbooks Class teacher Powerpoints Knowledge Organisers Past Exam Papers Mark Schemes Revision Guide Revision Workbook</p> <p>Online Resources for Students</p> <p>BBC GCSE Bitesize Seneca Learning Bee Business Bee Business Ed</p> <p>Social Media Resources for Students</p> <p>Youtube Bizconsesh Joe Bayley Revision</p>
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<p>2.2.3 Promotion</p>	<p><b>Knowledge</b> Students will learn about promotion and appropriate promotion strategies for different market segments. Students will learn about advertising, sponsorship, product trials, special Offers and branding Students will learn about the use of technology in promotion, targeted advertising online, viral advertising via social media and e-newsletters.</p> <p><b>Understanding</b> Students will understand the element of promotion in the marketing mix.</p> <p><b>Skills</b> Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique for 3, 6, 9 &amp; 12 mark questions, using case studies effectively, understanding context and how to analyse and evaluate.</p>	<p>Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.</p> <p>Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.</p> <p>Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.</p> <p>An outstanding commitment shown to participating in group activities and supporting peers.</p> <p>Utilising the exam technique at every opportunity when answering questions, verbally or in writing.</p>	<p>1.2.3 Market Segmentation</p> <p>1.2.4 The competitive environment</p> <p>1.4.3 The marketing mix</p> <p>1.5.2 Technology and business</p> <p>2.2.1 Product</p> <p>2.2.2 Price</p>	<p>Sharepoint Resources for students</p> <p>Textbooks Class teacher Powerpoints Knowledge Organisers Past Exam Papers Mark Schemes Revision Guide Revision Workbook</p> <p>Online Resources for Students</p> <p>BBC GCSE Bitesize Seneca Learning Bee Business Bee Business Ed</p> <p>Social Media Resources for Students</p> <p>Youtube Bizconsesh Joe Bayley Revision</p>
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<p>2.2.4 Place</p>	<p><b>Knowledge</b> Students will learn about place including methods of distribution: retailers and e-tailers (e-commerce).</p> <p><b>Understanding</b> Students will understand the element of place in the marketing mix.</p> <p><b>Skills</b> Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique for 3, 6, 9 &amp; 12 mark questions, using case studies effectively, understanding context and how to analyse and evaluate.</p>	<p>Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.</p> <p>Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.</p> <p>Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.</p> <p>An outstanding commitment shown to participating in group activities and supporting peers.</p> <p>Utilising the exam technique at every opportunity when answering questions, verbally or in writing.</p>	<p>1.4.3 The marketing mix</p>	<p>Sharepoint Resources for students</p> <p>Textbooks Class teacher Powerpoints Knowledge Organisers Past Exam Papers Mark Schemes Revision Guide Revision Workbook</p> <p>Online Resources for Students</p> <p>BBC GCSE Bitesize Seneca Learning Bee Business Bee Business Ed</p> <p>Social Media Resources for Students</p> <p>Youtube Bizconsesh Joe Bayley Revision</p>
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<p>2.2.5 Using the marketing mix to make business decisions</p>	<p><b>Knowledge</b> Students will learn about using the marketing mix to build competitive advantage and how an integrated marketing mix can influence competitive advantage. <b>Understanding</b> Students will understand how each element of the marketing mix can influence other elements. <b>Skills</b> Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique for 3, 6, 9 &amp; 12 mark questions, using case studies effectively, understanding context and how to analyse and evaluate.</p>	<p>Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.</p> <p>Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.</p> <p>Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.</p> <p>An outstanding commitment shown to participating in group activities and supporting peers.</p> <p>Utilising the exam technique at every opportunity when answering questions, verbally or in writing.</p> <p>Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>1.2.4 The competitive environment</p> <p>1.4.3 The marketing mix</p>	<p>Sharepoint Resources for students</p> <p>Textbooks Class teacher Powerpoints Knowledge Organisers Past Exam Papers Mark Schemes Revision Guide Revision Workbook</p> <p>Online Resources for Students</p> <p>BBC GCSE Bitesize Seneca Learning Bee Business Bee Business Ed</p> <p>Social Media Resources for Students</p> <p>Youtube Bizconsesh Joe Bayley Revision</p>
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**Business Studies - Year 11  
Spring Half Term 1**

<b>What are we learning?</b>	<b>What knowledge, understanding and skills will we gain?</b>	<b>What does mastery look like?</b>	<b>How does this build on prior learning?</b>	<b>What additional resources are available?</b>
<p>2.4.1 Business calculations</p>	<p><b>Knowledge</b> Students will learn about the concept and calculation of gross profit and net profit. Students will learn the calculation and interpretation of gross profit margin, net profit margin and average rate of return. <b>Understanding</b> Students will understand the concept of gross profit, net profit margins and average rate of return. <b>Skills</b> Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique for 3, 6, 9 &amp; 12 mark questions, using case studies effectively, understanding context and how to analyse and evaluate.</p>	<p>Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.</p> <p>Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.</p> <p>Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.</p> <p>An outstanding commitment shown to participating in group activities and supporting peers.</p> <p>Utilising the exam technique at every opportunity when answering questions, verbally or in writing.</p> <p>Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>1.3.2 Business revenues, costs and profits</p> <p>1.3.3 Cash and cash flow</p>	<p>Sharepoint Resources for students</p> <p>Textbooks Class teacher Powerpoints Knowledge Organisers Past Exam Papers Mark Schemes Revision Guide Revision Workbook</p> <p>Online Resources for Students</p> <p>BBC GCSE Bitesize Seneca Learning Bee Business Bee Business Ed</p> <p>Social Media Resources for Students</p> <p>Youtube Bizconsesh Joe Bayley Revision</p>

<p>2.4.2 Understanding business performance</p>	<p><b>Knowledge</b> Students will learn about the use and interpretation of quantitative business data to support, inform and justify business decisions such as, information from graphs and charts, financial data, marketing data and market data. Students will also learn about the use and limitations of financial information in understanding business performance and making business decisions. <b>Understanding</b> Students will understand the use and interpretation of quantitative business data. Students will understand the use and limitations of financial information. <b>Skills</b> Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique for 3, 6, 9 &amp; 12 mark questions, using case studies effectively, understanding context and how to analyse and evaluate.</p>	<p>Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.</p> <p>Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.</p> <p>Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.</p> <p>An outstanding commitment shown to participating in group activities and supporting peers.</p> <p>Utilising the exam technique at every opportunity when answering questions, verbally or in writing.</p> <p>Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>This will be an ongoing process from the start of Year 10.</p> <p>Case studies will have data in them and we start to use these from Autumn term 2.</p>	<p>Sharepoint Resources for students</p> <p>Textbooks Class teacher Powerpoints Knowledge Organisers Past Exam Papers Mark Schemes Revision Guide Revision Workbook</p> <p>Online Resources for Students</p> <p>BBC GCSE Bitesize Seneca Learning Bee Business Bee Business Ed</p> <p>Social Media Resources for Students</p> <p>Youtube Bizconsesh Joe Bayley Revision</p>
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<p>2.5.1 Organisational structures</p>	<p><b>Knowledge</b> Students will learn about different organisational structures such as hierarchical and flat, centralised and decentralised. Students will learn the importance of effective communication such as the impact of insufficient or excessive communication on efficiency and motivation and barriers to effective communication. Students will learn about different ways of working such as part-time, full-time and flexible hours, permanent, temporary, and freelance contracts and the impact of technology on ways of working such as efficiency and remote working. <b>Understanding</b> Students will understand organisational structure and when they are appropriate. Students will understand the importance of effective communication. Students will understand different ways of working. <b>Skills</b> Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique for 3, 6, 9 &amp; 12 mark questions, using case studies effectively, understanding context and how to analyse and evaluate.</p>	<p>Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.  Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.  Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.  An outstanding commitment shown to participating in group activities and supporting peers.  Utilising the exam technique at every opportunity when answering questions, verbally or in writing.</p>	<p>1.4.1 The options for start-up and small businesses  1.5.1 Business stakeholders</p>	<p>Sharepoint Resources for students  Textbooks Class teacher Powerpoints Knowledge Organisers Past Exam Papers Mark Schemes Revision Guide Revision Workbook  Online Resources for Students  BBC GCSE Bitesize Seneca Learning Bee Business Bee Business Ed  Social Media Resources for Students  Youtube Bizconsesh Joe Bayley Revision</p>
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<p>2.5.2 Effective recruitment</p>	<p><b>Knowledge</b> Students will learn about different job roles and responsibilities including key job roles and their responsibilities such as directors, senior managers, supervisors/team leaders, operational and support staff. Students will learn how businesses recruit people including documents such as person specification and job description, application form and CVs. Students will also learn about recruitment methods used to meet different business needs (internal and external recruitment). <b>Understanding</b> Students will understand different job roles and responsibilities. Students will understand how business recruit people. <b>Skills</b> Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique for 3, 6, 9 &amp; 12 mark questions, using case studies effectively, understanding context and how to analyse and evaluate.</p>	<p>Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.  Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.  Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.  An outstanding commitment shown to participating in group activities and supporting peers.  Utilising the exam technique at every opportunity when answering questions, verbally or in writing.</p>	<p>Students often have their own knowledge and experience of this topic, as they start to gain part time roles.  The recruitment process is covered in PDT in terms of interviewing techniques, CV writing and letters of application.</p>	<p>Sharepoint Resources for students  Textbooks Class teacher Powerpoints Knowledge Organisers Past Exam Papers Mark Schemes Revision Guide Revision Workbook  Online Resources for Students  BBC GCSE Bitesize Seneca Learning Bee Business Bee Business Ed  Social Media Resources for Students  Youtube Bizconsesh Joe Bayley Revision</p>
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<p>2.5.3 Effective training and development</p>	<p><b>Knowledge</b> Students will learn about how businesses train and develop employees including formal and informal training, self-learning, ongoing training for all employees, use of target setting and performance reviews. Students will learn about why businesses train and develop employees and the link between training, motivation and retention and retraining to use new technology. <b>Understanding</b> Students will understand how businesses train and develop their employees. Students will understand why businesses train and develop employees. <b>Skills</b> Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique for 3, 6, 9 &amp; 12 mark questions, using case studies effectively, understanding context and how to analyse and evaluate.</p>	<p>Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.</p> <p>Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.</p> <p>Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.</p> <p>An outstanding commitment shown to participating in group activities and supporting peers.</p> <p>Utilising the exam technique at every opportunity when answering questions, verbally or in writing.</p>	<p>Students who have part time jobs often have been through some training, however the terminology is usually new.</p>	<p>Sharepoint Resources for students</p> <p>Textbooks Class teacher Powerpoints Knowledge Organisers Past Exam Papers Mark Schemes Revision Guide Revision Workbook</p> <p>Online Resources for Students</p> <p>BBC GCSE Bitesize Seneca Learning Bee Business Bee Business Ed</p> <p>Social Media Resources for Students</p> <p>Youtube Bizconsesh Joe Bayley Revision</p>
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<p>2.5.4 Motivation</p>	<p><b>Knowledge</b> Students will learn about the importance of motivation in the workplace in terms of attracting employees, retaining employees and productivity. Students will learn how businesses motivate employees through financial methods: remuneration, bonus, commission, promotion, fringe benefits and non-financial methods such as job rotation, job enrichment and autonomy.</p> <p><b>Understanding</b> Students will understand the importance of motivation in the workplace. Students will understand how businesses motivate employees.</p> <p><b>Skills</b> Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique for 3, 6, 9 &amp; 12 mark questions, using case studies effectively, understanding context and how to analyse and evaluate.</p>	<p>Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.</p> <p>Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.</p> <p>Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.</p> <p>An outstanding commitment shown to participating in group activities and supporting peers.</p> <p>Utilising the exam technique at every opportunity when answering questions, verbally or in writing.</p>	<p>Some students cover Maslows' hierarchy of needs in other subjects such as Media. However, most of this is new terminology for students.</p>	<p>Sharepoint Resources for students</p> <p>Textbooks Class teacher Powerpoints Knowledge Organisers Past Exam Papers Mark Schemes Revision Guide Revision Workbook</p> <p>Online Resources for Students</p> <p>BBC GCSE Bitesize Seneca Learning Bee Business Bee Business Ed</p> <p>Social Media Resources for Students</p> <p>Youtube Bizconsesh Joe Bayley Revision</p>
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**Business Studies - Year 11  
Summer Half Term 1**

<b>What are we learning?</b>	<b>What knowledge, understanding and skills will we gain?</b>	<b>What does mastery look like?</b>	<b>How does this build on prior learning?</b>	<b>What additional resources are available?</b>
<p>Focus on finishing Theme 2 if over running</p> <p>Focus on revision for exams</p> <p>Focus on exam technique for exams</p> <p>Focus on feedback from examiner reports/past papers</p> <p>Focus on feed forward from past papers, case studies and short answer questions.</p>	<p><b>Knowledge</b> Students will use their knowledge gained in Theme 1 &amp; 2 to complete past exam papers, practice multiple choice questions and work on improving their exam technique.</p> <p><b>Understanding</b> Students will work on ensuring they understand the exam process and what to expect for their exam.</p> <p><b>Skills</b> Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique for 3. 6. 9 &amp; 12 mark questions, using case studies effectively, understanding context and how to analyse and evaluate.</p>	<p>Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.</p> <p>Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.</p> <p>Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.</p> <p>An outstanding commitment shown to participating in group activities and supporting peers.</p> <p>Utilising the exam technique at every opportunity when answering questions, verbally or in writing.</p>	<p>Theme 1&amp;2 prior learning</p> <p>Exam technique prior learning</p> <p>End of topic tests prior learning</p> <p>Knowledge organisers prior learning</p> <p>Calculations prior learning</p> <p>Analysing and evaluating case studies prior learning</p>	<p>Sharepoint Resources for students</p> <p>Textbooks Class teacher Powerpoints Knowledge Organisers Past Exam Papers Mark Schemes Revision Guide Revision Workbook</p> <p>Online Resources for Students</p> <p>BBC GCSE Bitesize Seneca Learning Bee Business Bee Business Ed</p> <p>Social Media Resources for Students</p> <p>Youtube Bizconsesh Joe Bayley Revision</p>

**Business Studies - Year 11  
Summer Half Term 2**

<b>What are we learning?</b>	<b>What knowledge, understanding and skills will we gain?</b>	<b>What does mastery look like?</b>	<b>How does this build on prior learning?</b>	<b>What additional resources are available?</b>
<p>Focus on finishing Theme 2 if over running</p> <p>Focus on revision for exams</p> <p>Focus on exam technique for exams</p> <p>Focus on feedback from examiner reports/past papers</p> <p>Focus on feed forward from past papers, case studies and short answer questions.</p>	<p><b>Knowledge</b> Students will use their knowledge gained in Theme 1 &amp; 2 to complete past exam papers, practice multiple choice questions and work on improving their exam technique.</p> <p><b>Understanding</b> Students will work on ensuring they understand the exam process and what to expect for their exam.</p> <p><b>Skills</b> Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique for 3. 6. 9 &amp; 12 mark questions, using case studies effectively, understanding context and how to analyse and evaluate.</p>	<p>Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.</p> <p>Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.</p> <p>Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.</p> <p>An outstanding commitment shown to participating in group activities and supporting peers.</p> <p>Utilising the exam technique at every opportunity when answering questions, verbally or in writing.</p>	<p>Theme 1&amp;2 prior learning</p> <p>Exam technique prior learning</p> <p>End of topic tests prior learning</p> <p>Knowledge organisers prior learning</p> <p>Calculations prior learning</p> <p>Analysing and evaluating case studies prior learning</p>	<p>Sharepoint Resources for students</p> <p>Textbooks Class teacher Powerpoints Knowledge Organisers Past Exam Papers Mark Schemes Revision Guide Revision Workbook</p> <p>Online Resources for Students</p> <p>BBC GCSE Bitesize Seneca Learning Bee Business Bee Business Ed</p> <p>Social Media Resources for Students</p> <p>Youtube Bizconsesh Joe Bayley Revision</p>