

Business Studies Unit Overview Year A Level Theme 1

Business Studies – Theme 1 Marketing & People Autumn Term 1

The content of the Year 12 Business course is not reliant on prior learning. All written skills and numerical techniques will be delivered and developed during the two year course. The challenges faced by students in returning to and starting Year 12 A Level content is recognised, and support will be offered to help them return and get back into an academic routine. Every year students experience some challenge with the level of skill required to successfully transition to A Level and answer A Level questions. These skills are nurtured over the two years of the course and are practiced regularly throughout.

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?
1.1.1 The market	<p>Knowledge Students will learn about mass markets and niche markets including their characteristics, the market size and market share and brands. Students will learn about dynamic markets including online retailing, how markets change, innovation and market growth and adapting to change.</p> <p>Understanding Students will understand the difference between mass markets and niche markets. Students will understand what a dynamic market is and how competition will affect the market. Students will understand the difference between risk and uncertainty.</p> <p>Skills</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>Evidence of wider reading, research and current thinking in the subject.</p>	<p>GCSE Links</p> <p>1.1.1 The dynamic nature of business</p> <p>1.2.1. Risk and Reward</p> <p>1.2.4 The competitive environment</p> <p>1.5.2 Technology and Business</p>	<p>Student textbooks are issued at the beginning of the course.</p> <p>Sharepoint Resources for students</p> <p>Class teacher</p> <p>Powerpoints</p> <p>Topic Tests</p> <p>Past Exam Papers</p> <p>Mark Schemes</p> <p>Revision Guide</p> <p>Online Resources for Students</p> <p>Seneca Learning</p> <p>Bee Business Bee</p> <p>Tutor2u</p> <p>Social Media Resources for Students</p> <p>Youtube</p> <p>Bizconsesh</p> <p>Joe Bayley Revision</p> <p>Tutor2u</p>

	Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.	Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.		
1.1.2 Market research	<p>Knowledge Students will learn about product and market orientation. Students will learn about primary and secondary market research data and how it is used to identify and anticipate customer needs and wants, quantify likely demand, gain insight into consumer behaviour and the limitations of market research, sample size and bias. Students will learn how ICT is used to support market research including, websites, social networking, databases Students will learn about market segmentation.</p> <p>Understanding Students will understand the difference between product and market orientation. Students will understand the methods of market research. Students will understand the limitations of market research. Students will also understand the use of ICT to support market research. Students will understand market segmentation.</p> <p>Skills Defining key terms, demonstrating independence; working collaboratively</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>Evidence of wider reading, research and current thinking in the subject.</p> <p>Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>GCSE Links</p> <p>1.2.2. Market Research</p> <p>1.2.3 Market Segmentation</p> <p>1.5.2 Technology and Business</p>	<p>Student textbooks are issued at the beginning of the course. Sharepoint Resources for students Class teacher Powerpoints Topic Tests Past Exam Papers Mark Schemes Revision Guide Online Resources for Students Seneca Learning Bee Business Bee Tutor2u Social Media Resources for Students Youtube Bizconsesh Joe Bayley Revision Tutor2u</p>

	with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.			
1.1.3 Market positioning	<p>Knowledge Students will learn about market mapping, competitive advantage of a product or service, the purpose of product differentiation and adding value to products/services.</p> <p>Understanding Students will understand market mapping, competitive advantage of a product or service, the purpose of product differentiation and adding value to products/services.</p> <p>Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.</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>Evidence of wider reading, research and current thinking in the subject.</p> <p>Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>GCSE Links</p> <p>1.2.3 Market Segmentation</p>	<p>Student textbooks are issued at the beginning of the course.</p> <p>Sharepoint Resources for students</p> <p>Class teacher</p> <p>Powerpoints</p> <p>Topic Tests</p> <p>Past Exam Papers</p> <p>Mark Schemes</p> <p>Revision Guide</p> <p>Online Resources for Students</p> <p>Seneca Learning</p> <p>Bee Business Bee</p> <p>Tutor2u</p> <p>Social Media Resources for Students</p> <p>Youtube</p> <p>Bizconsesh</p> <p>Joe Bayley Revision</p> <p>Tutor2u</p>

**Business Studies – Theme 1
Marketing & People
Autumn Term 2**

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>1.2.1 Demand</p>	<p>Knowledge Students will learn about factors leading to a change in demand including changes in the prices of substitutes and complementary goods, changes in consumer incomes, fashions, tastes and preferences, advertising and branding, demographics, external shocks and seasonality. Understanding Students will understand the factors that lead to a change in demand. Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.</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>Evidence of wider reading, research and current thinking in the subject.</p> <p>Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>GCSE Links</p> <p>1.2.1 Customer needs</p> <p>1.2.4 The competitive environment</p> <p>1.5.4 The economy and business</p> <p>2.2.2 Price</p> <p>2.2.3 Promotion</p>	<p>Student textbooks are issued at the beginning of the course. Sharepoint Resources for students Class teacher Powerpoints Topic Tests Past Exam Papers Mark Schemes Revision Guide Online Resources for Students Seneca Learning Bee Business Bee Tutor2u Social Media Resources for Students Youtube Bizconsesh Joe Bayley Revision Tutor2u</p>

<p>1.2.2 Supply</p>	<p>Knowledge Students will learn about factors leading to a change in supply including changes in the costs of production, introduction of new technology, indirect taxes, government subsidies and external shocks. Understanding Students will understand the factors that lead to a change in supply. Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.</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>Evidence of wider reading, research and current thinking in the subject.</p> <p>Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>GCSE Links</p> <p>1.2.1 Customer needs</p> <p>1.2.4 The competitive environment</p> <p>1.5.4 The economy and business</p> <p>2.2.2 Price</p>	<p>Student textbooks are issued at the beginning of the course.</p> <p>Sharepoint Resources for students</p> <p>Class teacher</p> <p>Powerpoints</p> <p>Topic Tests</p> <p>Past Exam Papers</p> <p>Mark Schemes</p> <p>Revision Guide</p> <p>Online Resources for Students</p> <p>Seneca Learning</p> <p>Bee Business Bee</p> <p>Tutor2u</p> <p>Social Media Resources for Students</p> <p>Youtube</p> <p>Bizconsesh</p> <p>Joe Bayley Revision</p> <p>Tutor2u</p>
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<p>1.2.3 Markets</p>	<p>Knowledge Students will learn about the interaction of supply and demand. Students will learn about the drawing and interpretation of supply and demand diagrams to show the causes and consequences of price changes. Understanding Students will understand the interaction of supply and demand. Students will understand the drawing and interpretation of supply and demand diagrams. Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.</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>Evidence of wider reading, research and current thinking in the subject.</p> <p>Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>GCSE Links</p> <p>1.2.1 Customer needs</p> <p>1.2.4 The competitive environment</p> <p>1.5.4 The economy and business</p> <p>2.2.2 Price</p>	<p>Student textbooks are issued at the beginning of the course. Sharepoint Resources for students Class teacher Powerpoints Topic Tests Past Exam Papers Mark Schemes Revision Guide Online Resources for Students Seneca Learning Bee Business Bee Tutor2u Social Media Resources for Students Youtube Bizconsesh Joe Bayley Revision Tutor2u</p>
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<p>1.2.4 Price elasticity of demand</p>	<p>Knowledge Students will learn about the calculation of price elasticity of demand Students will learn about the Interpretation of numerical values of price elasticity of demand, the factors influencing price elasticity of demand and the significance of price elasticity of demand to businesses in terms of implications for pricing. Students will learn the calculation and how to interpret the relationship between price elasticity of demand and total revenue. Understanding Students will understand price elasticity of demand. Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.</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>Evidence of wider reading, research and current thinking in the subject.</p> <p>Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>GCSE Links</p> <p>1.2.4 The competitive environment</p> <p>1.5.4 The economy and business</p> <p>2.2.2 Price</p>	<p>Student textbooks are issued at the beginning of the course.</p> <p>Sharepoint Resources for students</p> <p>Class teacher Powerpoints</p> <p>Topic Tests</p> <p>Past Exam Papers</p> <p>Mark Schemes</p> <p>Revision Guide</p> <p>Online Resources for Students</p> <p>Seneca Learning</p> <p>Bee Business Bee</p> <p>Tutor2u</p> <p>Social Media Resources for Students</p> <p>Youtube</p> <p>Bizconsesh</p> <p>Joe Bayley Revision</p> <p>Tutor2u</p>
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<p>1.2.5 Income elasticity of demand</p>	<p>Knowledge Students will learn about the calculation of income elasticity of demand and the Interpretation of numerical values of income elasticity of demand. Students will learn about the factors influencing income elasticity of demand and the significance of income elasticity of demand to businesses. Understanding Students will understand income elasticity of demand. Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.</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>Evidence of wider reading, research and current thinking in the subject.</p> <p>Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>GCSE Links</p> <p>1.2.4 The competitive environment</p> <p>1.5.4 The economy and business</p> <p>2.2.2 Price</p>	<p>Student textbooks are issued at the beginning of the course.</p> <p>Sharepoint Resources for students</p> <p>Class teacher Powerpoints</p> <p>Topic Tests</p> <p>Past Exam Papers</p> <p>Mark Schemes</p> <p>Revision Guide</p> <p>Online Resources for Students</p> <p>Seneca Learning</p> <p>Bee Business Bee</p> <p>Tutor2u</p> <p>Social Media Resources for Students</p> <p>Youtube</p> <p>Bizconsesh</p> <p>Joe Bayley Revision</p> <p>Tutor2u</p>
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**Business Studies – Theme 1
Marketing & People
Spring Term 1**

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>1.3.1 Product/service design</p>	<p>Knowledge Students will learn about the design mix including function, aesthetics and cost Students will learn about the changes in the elements of the design mix to reflect social trends such as concern over resource depletion, designing for waste minimisation, re-use and recycling and ethical sourcing Understanding Students will understand the design mix and the changes in it which reflect social trends. Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.</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>Evidence of wider reading, research and current thinking in the subject.</p> <p>Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>GCSE Links</p> <p>1.4.3 The marketing mix</p> <p>2.1.4 Ethics, the environment and business</p> <p>2.2.1. Product</p> <p>2.2.2 Price</p>	<p>Student textbooks are issued at the beginning of the course. Sharepoint Resources for students Class teacher Powerpoints Topic Tests Past Exam Papers Mark Schemes Revision Guide Online Resources for Students Seneca Learning Bee Business Bee Tutor2u Social Media Resources for Students Youtube Bizconsesh Joe Bayley Revision Tutor2u</p>
<p>1.3.2 Branding and promotion</p>	<p>Knowledge Students will learn about types of promotion, types of branding, the</p>	<p>Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.</p>	<p>GCSE Links</p>	<p>Student textbooks are issued at the beginning of the course.</p>

	<p>benefits of strong branding, added value, ability to charge premium prices and reduced price elasticity of demand.</p> <p>Students will learn ways to build a brand, unique selling points (USPs)/differentiation, advertising, sponsorship and the use of social media.</p> <p>Students will learn about the changes in branding and promotion to reflect social trends such as viral marketing, social media and emotional branding.</p> <p>Understanding</p> <p>Students will understand the types of promotion.</p> <p>Students will understand how to build a brand and the changes in branding due to social trends.</p> <p>Skills</p> <p>Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.</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>Evidence of wider reading, research and current thinking in the subject.</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>1.4.3 The marketing mix</p> <p>2.2.1. Product</p> <p>2.2.2 Price</p> <p>2.2.3 Promotion</p>	<p>Sharepoint Resources for students</p> <p>Class teacher</p> <p>Powerpoints</p> <p>Topic Tests</p> <p>Past Exam Papers</p> <p>Mark Schemes</p> <p>Revision Guide</p> <p>Online Resources for Students</p> <p>Seneca Learning</p> <p>Bee Business Bee</p> <p>Tutor2u</p> <p>Social Media</p> <p>Resources for Students</p> <p>Youtube</p> <p>Bizconsesh</p> <p>Joe Bayley Revision</p> <p>Tutor2u</p>
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<p>1.3.3 Pricing strategies</p>	<p>Knowledge Students will learn about types of pricing strategy such as cost plus (calculating mark-up on unit cost), price skimming, penetration, predatory, competitive and psychological. Students will learn about the factors that determine the most appropriate pricing strategy for a particular situation such as number of USPs/amount of differentiation, price elasticity of demand, level of competition in the business environment, strength of brand, stage in the product life cycle and costs and the need to make a profit. Students will learn about the changes in pricing to reflect social trends such as online sales and price comparison sites. Understanding Students will understand the types of pricing strategies. Students will understand the factors that determine a pricing strategy. Students will understand the changes in pricing that reflect social trends. Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.</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>Evidence of wider reading, research and current thinking in the subject.</p> <p>Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>GCSE Links</p> <p>1.4.3 The marketing mix</p> <p>2.2.1. Product</p> <p>2.2.2 Price</p>	<p>Student textbooks are issued at the beginning of the course.</p> <p>Sharepoint Resources for students</p> <p>Class teacher Powerpoints</p> <p>Topic Tests</p> <p>Past Exam Papers</p> <p>Mark Schemes</p> <p>Revision Guide</p> <p>Online Resources for Students</p> <p>Seneca Learning</p> <p>Bee Business Bee</p> <p>Tutor2u</p> <p>Social Media Resources for Students</p> <p>Youtube</p> <p>Bizconsesh</p> <p>Joe Bayley Revision</p> <p>Tutor2u</p>
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<p>1.3.4 Distribution</p>	<p>Knowledge Students will learn about distribution channels and changes in distribution to reflect social trends such as, online distribution and changing from product to service.</p> <p>Understanding Students will understand distribution channels and how they can change to reflect social trends.</p> <p>Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.</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>Evidence of wider reading, research and current thinking in the subject.</p> <p>Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>GCSE Links</p> <p>1.4.3 The marketing mix</p> <p>2.2.1. Product</p> <p>2.2.4 Distribution</p>	<p>Student textbooks are issued at the beginning of the course.</p> <p>Sharepoint Resources for students</p> <p>Class teacher Powerpoints</p> <p>Topic Tests</p> <p>Past Exam Papers</p> <p>Mark Schemes</p> <p>Revision Guide</p> <p>Online Resources for Students</p> <p>Seneca Learning</p> <p>Bee Business Bee</p> <p>Tutor2u</p> <p>Social Media</p> <p>Resources for Students</p> <p>Youtube</p> <p>Bizconsesh</p> <p>Joe Bayley Revision</p> <p>Tutor2u</p>
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<p>1.3.5 Marketing strategy</p>	<p>Knowledge Students will learn about the product life cycle and extension strategies for a product or through promotion Students will learn about the Boston Matrix and the product portfolio. Students will learn about marketing strategies appropriate for different types of markets including mass markets, niche markets, business to business (B2B) and business to consumer (B2C) marketing. Students will learn about consumer behaviour and how businesses develop customer loyalty.</p> <p>Understanding Students will understand the product life cycle and the Boston Matrix. Students will understand marketing strategies and which markets they suit. Students will understand consumer behaviour.</p> <p>Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.</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>Evidence of wider reading, research and current thinking in the subject.</p> <p>Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>GCSE Links</p> <p>1.2.3 Market segmentation</p> <p>1.4.3 The marketing mix</p> <p>2.2.1. Product</p> <p>2.2.2 Price</p> <p>2.2.3 Promotion</p> <p>2.2.4 Distribution</p>	<p>Student textbooks are issued at the beginning of the course.</p> <p>Sharepoint Resources for students</p> <p>Class teacher</p> <p>Powerpoints</p> <p>Topic Tests</p> <p>Past Exam Papers</p> <p>Mark Schemes</p> <p>Revision Guide</p> <p>Online Resources for Students</p> <p>Seneca Learning</p> <p>Bee Business Bee</p> <p>Tutor2u</p> <p>Social Media</p> <p>Resources for Students</p> <p>Youtube</p> <p>Bizconsesh</p> <p>Joe Bayley Revision</p> <p>Tutor2u</p>
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**Business Studies – Theme 1
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Spring Term 2**

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>1.4.1 Approaches to staffing</p>	<p>Knowledge Students will learn about staff as an asset and staff as a cost. Students will learn about flexible workforces such as multi-skilling, part-time and temporary, flexible hours and home working and outsourcing Students will learn about the distinction between dismissal and redundancy, employer/employee relationships, individual approach and collective bargaining. Understanding Students will understand the approaches to staffing in business. Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.</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>Evidence of wider reading, research and current thinking in the subject.</p> <p>Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>GCSE Links</p> <p>2.5.1 Organisational Structures</p> <p>2.5.4 Motivation</p>	<p>Student textbooks are issued at the beginning of the course. Sharepoint Resources for students Class teacher Powerpoints Topic Tests Past Exam Papers Mark Schemes Revision Guide Online Resources for Students Seneca Learning Bee Business Bee Tutor2u Social Media Resources for Students Youtube Bizconsesh Joe Bayley Revision Tutor2u</p>

<p>1.4.2 Recruitment, selection and training</p>	<p>Knowledge Students will learn about the recruitment and selection process including internal versus external recruitment the costs of recruitment, selection and training and the types of training, induction, on-the-job and off-the-job. Understanding Students will understand the Recruitment and selection process. Students will understand the types of training. Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.</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>Evidence of wider reading, research and current thinking in the subject.</p> <p>Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>GCSE Links</p> <p>2.5.1 Organisational 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>Student textbooks are issued at the beginning of the course.</p> <p>Sharepoint Resources for students</p> <p>Class teacher Powerpoints</p> <p>Topic Tests</p> <p>Past Exam Papers</p> <p>Mark Schemes</p> <p>Revision Guide</p> <p>Online Resources for Students</p> <p>Seneca Learning</p> <p>Bee Business Bee</p> <p>Tutor2u</p> <p>Social Media Resources for Students</p> <p>Youtube</p> <p>Bizconsesh</p> <p>Joe Bayley Revision</p> <p>Tutor2u</p>
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<p>1.4.3 Organisational design</p>	<p>Knowledge Students will learn about organisation structures including hierarchy, chain of command, span of control and centralised and decentralised. Students will learn about the types of structure including tall, flat and matrix. Students will learn the Impact of different organisational structures on business efficiency and motivation.</p> <p>Understanding Students will understand organisation structures and the different types there are. Students will understand the the impact of structures on efficiency and motivation.</p> <p>Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.</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>Evidence of wider reading, research and current thinking in the subject.</p> <p>Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>GCSE Links</p> <p>2.5.1 Organisational Structures</p> <p>2.5.4 Motivation</p>	<p>Student textbooks are issued at the beginning of the course.</p> <p>Sharepoint Resources for students</p> <p>Class teacher Powerpoints</p> <p>Topic Tests</p> <p>Past Exam Papers</p> <p>Mark Schemes</p> <p>Revision Guide</p> <p>Online Resources for Students</p> <p>Seneca Learning</p> <p>Bee Business Bee</p> <p>Tutor2u</p> <p>Social Media Resources for Students</p> <p>Youtube</p> <p>Bizconsesh</p> <p>Joe Bayley Revision</p> <p>Tutor2u</p>
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<p>1.4.4 Motivation in theory and practice</p>	<p>Knowledge Students will learn about the importance of employee motivation to a business. Students will learn about motivation theories including Taylor (scientific management), Mayo (human relations theory), Maslow (hierarchy of needs), Herzberg (two factor theory). Students will learn about financial incentives to improve employee performance such as piecework, commission, bonus, profit share and performance-related pay. Students will learn about non-financial techniques to improve employee performance such as delegation, consultation, empowerment, team working, flexible working, job enrichment, job rotation, job enlargement. Understanding Students will understand the importance of motivation. Students will understand motivation theories. Students will understand financial and non-financial methods of motivation. Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.</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>Evidence of wider reading, research and current thinking in the subject.</p> <p>Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>GCSE Links 2.5.4 Motivation</p>	<p>Student textbooks are issued at the beginning of the course. Sharepoint Resources for students Class teacher Powerpoints Topic Tests Past Exam Papers Mark Schemes Revision Guide Online Resources for Students Seneca Learning Bee Business Bee Tutor2u Social Media Resources for Students Youtube Bizconsesh Joe Bayley Revision Tutor2u</p>
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<p>1.4.5 Leadership</p>	<p>Knowledge Students will learn about leadership and the distinction between management and leadership. Students will learn about types of leadership style including, autocratic, paternalistic, democratic and laissez-faire.</p> <p>Understanding Students will understand leadership and the difference from management. Students will understand the types of leadership.</p> <p>Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.</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>Evidence of wider reading, research and current thinking in the subject.</p> <p>Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>GCSE Links</p> <p>1.1.3 The role of business enterprise</p>	<p>Student textbooks are issued at the beginning of the course.</p> <p>Sharepoint Resources for students</p> <p>Class teacher</p> <p>Powerpoints</p> <p>Topic Tests</p> <p>Past Exam Papers</p> <p>Mark Schemes</p> <p>Revision Guide</p> <p>Online Resources for Students</p> <p>Seneca Learning</p> <p>Bee Business Bee</p> <p>Tutor2u</p> <p>Social Media Resources for Students</p> <p>Youtube</p> <p>Bizconsesh</p> <p>Joe Bayley Revision</p> <p>Tutor2u</p>
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**Business Studies – Theme 1
Marketing & People
Summer Term 1**

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 Role of an entrepreneur</p>	<p>Knowledge Students will learn about creating and setting up a business, running and expanding/developing a business, innovation within a business (intrapreneurship). Students will learn about barriers to entrepreneurship such as anticipating risk and uncertainty in the business environment. Understanding Students will understand how to create and set up a business. Students will understand the barriers to entrepreneurship and risk and reward. Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.</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>Evidence of wider reading, research and current thinking in the subject.</p> <p>Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>GCSE Links</p> <p>1.1.2 Risk and reward</p> <p>1.1.3 The role of business enterprise</p>	<p>Student textbooks are issued at the beginning of the course. Sharepoint Resources for students Class teacher Powerpoints Topic Tests Past Exam Papers Mark Schemes Revision Guide Online Resources for Students Seneca Learning Bee Business Bee Tutor2u Social Media Resources for Students Youtube Bizconsesh Joe Bayley Revision Tutor2u</p>
<p>1.5.2 Entrepreneurial motives and</p>	<p>Knowledge Students will learn about the characteristics and skills required</p>	<p>Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.</p>	<p>GCSE Links</p>	<p>Student textbooks are issued at the beginning of the course.</p>

<p>characteristics</p>	<p>the reasons why people set up businesses such as financial motives like profit maximisation and profit Satisficing. Students will learn about non-financial motives such as ethical stance, social entrepreneurship, independence and home working. Understanding Students will understand the characteristics and skills of entrepreneurs. Students will understand the financial and non- financial motives. Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.</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>Evidence of wider reading, research and current thinking in the subject.</p> <p>Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>1.1.2 Risk and reward</p> <p>1.1.3 The role of business enterprise</p>	<p>Sharepoint Resources for students Class teacher Powerpoints Topic Tests Past Exam Papers Mark Schemes Revision Guide Online Resources for Students Seneca Learning Bee Business Bee Tutor2u Social Media Resources for Students Youtube Bizconsesh Joe Bayley Revision Tutor2u</p>
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<p>1.5.3 Business objectives</p>	<p>Knowledge Students will learn about business objectives such as survival, profit maximisation. Students will learn about other objectives such as sales maximisation, market share, cost efficiency, employee welfare, customer satisfaction and social objectives.</p> <p>Understanding Students will understand business objectives and other objectives.</p> <p>Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.</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>Evidence of wider reading, research and current thinking in the subject.</p> <p>Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>GCSE Links</p> <p>1.3.1 Business aims and objectives</p> <p>1.4.1 The options for start-up and small businesses</p> <p>2.1.1 Business growth</p> <p>2.1.2 Changes in business aims and objectives</p>	<p>Student textbooks are issued at the beginning of the course. Sharepoint Resources for students Class teacher Powerpoints Topic Tests Past Exam Papers Mark Schemes Revision Guide Online Resources for Students Seneca Learning Bee Business Bee Tutor2u Social Media Resources for Students Youtube Bizconsesh Joe Bayley Revision Tutor2u</p>
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<p>1.5.4 Forms of business</p>	<p>Knowledge Students will learn about sole traders, partnerships and private limited companies. Students will learn about franchising, social enterprise, lifestyle businesses, and online businesses. Students will learn about growth to PLC and stock market flotation.</p> <p>Understanding Students will understand the types of business and how businesses grow.</p> <p>Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.</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>Evidence of wider reading, research and current thinking in the subject.</p> <p>Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>GCSE Links</p> <p>1.3.1 Business aims and objectives</p> <p>1.4.1 The options for start-up and small businesses</p> <p>2.1.1 Business growth</p> <p>2.1.2 Changes in business aims and objectives</p>	<p>Student textbooks are issued at the beginning of the course.</p> <p>Sharepoint Resources for students</p> <p>Class teacher</p> <p>Powerpoints</p> <p>Topic Tests</p> <p>Past Exam Papers</p> <p>Mark Schemes</p> <p>Revision Guide</p> <p>Online Resources for Students</p> <p>Seneca Learning</p> <p>Bee Business Bee</p> <p>Tutor2u</p> <p>Social Media</p> <p>Resources for Students</p> <p>Youtube</p> <p>Bizconsesh</p> <p>Joe Bayley Revision</p> <p>Tutor2u</p>
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<p>1.5.5 Business choices</p>	<p>Knowledge Students will learn about opportunity cost and choices and potential trade-offs. Understanding Students will understand opportunity cost and trade offs. Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.</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>Evidence of wider reading, research and current thinking in the subject.</p> <p>Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>GCSE Links 1.1.1 The dynamic nature of business 1.1.2 Risk and reward</p>	<p>Student textbooks are issued at the beginning of the course. Sharepoint Resources for students Class teacher Powerpoints Topic Tests Past Exam Papers Mark Schemes Revision Guide Online Resources for Students Seneca Learning Bee Business Bee Tutor2u Social Media Resources for Students Youtube Bizconsesh Joe Bayley Revision Tutor2u</p>
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<p>1.5.6 Moving from entrepreneur to leader</p>	<p>Knowledge Students will learn about the difficulties in developing from an entrepreneur to a leader. Understanding Students will understand the difficulties in developing from an entrepreneur to a leader. Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.</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>Evidence of wider reading, research and current thinking in the subject.</p> <p>Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>GCSE Links</p> <p>1.1.3 The role of business enterprise.</p> <p>2.5.4 Motivation</p>	<p>Student textbooks are issued at the beginning of the course. Sharepoint Resources for students Class teacher Powerpoints Topic Tests Past Exam Papers Mark Schemes Revision Guide Online Resources for Students Seneca Learning Bee Business Bee Tutor2u Social Media Resources for Students Youtube Bizconsesh Joe Bayley Revision Tutor2u</p>
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<p>Focus on finishing Theme 1 if over running</p> <p>Focus on revision for mock exams</p> <p>Focus on exam technique for mock 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>Knowledge Students will use their knowledge gained in Theme 1 to complete past exam papers, practice multiple choice questions and work on improving their exam technique.</p> <p>Understanding Students will work on ensuring they understand the exam process and what to expect for their mock exam.</p> <p>Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique for 3. 6. 9 & 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>Evidence of wider reading, research and current thinking in the subject.</p> <p>Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>Theme 1&2 prior learning</p> <p>Exam technique prior learning</p> <p>End of topic tests prior learning</p> <p>Calculations prior learning</p> <p>Analysing and evaluating case studies prior learning</p> <p>Assessment books</p>	<p>Student textbooks are issued at the beginning of the course.</p> <p>Sharepoint Resources for students</p> <p>Class teacher</p> <p>Powerpoints</p> <p>Topic Tests</p> <p>Past Exam Papers</p> <p>Mark Schemes</p> <p>Revision Guide</p> <p>Online Resources for Students</p> <p>Seneca Learning</p> <p>Bee Business Bee</p> <p>Tutor2u</p> <p>Social Media</p> <p>Resources for Students</p> <p>Youtube</p> <p>Bizconsesh</p> <p>Joe Bayley Revision</p> <p>Tutor2u</p>
<p>Once Year 12 mock exams are over and feedback/feed forward tasks are completed, students begin Theme 4. This is usually started in Summer Term 2.</p>				