



Y11 BUSINESS - CURRICULUM PLANNING SEQUENCE

Subject	Year	Term	Big Ideas	Topics	Subject Learning Checklist
E Business	Year 11	Term 1 - 35hrs	2.1 Growing the Business	2.1.1 Business growth	<p>Methods of business growth and their impact:</p> <ul style="list-style-type: none"> Internal (organic) growth: new products (innovation, research and development), new markets (through changing the marketing mix or taking advantage of technology and/or expanding overseas) External (inorganic) growth: merger, takeover <p>The types of business ownership for growing businesses:</p> <ul style="list-style-type: none"> Public limited company (plc) <p>Sources of finance for growing and established businesses:</p> <ul style="list-style-type: none"> Internal sources: retained profit, selling assets External sources: loan capital, share capital including stock market flotation (public limited companies)
				2.1.2 Changes in business aims and objectives	<p>Why business aims and objectives change as businesses evolve:</p> <ul style="list-style-type: none"> In response to: market conditions, technology, performance, legislation, internal reasons <p>How business aims and objectives change as businesses evolve:</p> <ul style="list-style-type: none"> Focus on survival or growth Entering or exiting markets Growing or reducing the workforce Increasing or decreasing product range
				2.1.3 Business and globalisation	<p>The impact of globalisation on businesses:</p> <ul style="list-style-type: none"> Imports: competition from overseas, buying from overseas Exports: selling to overseas markets Changing business locations Multinationals <p>Barriers to international trade:</p> <ul style="list-style-type: none"> tariffs trade blocs <p>How businesses compete internationally:</p> <ul style="list-style-type: none"> The use of the Internet and e-commerce Changing the marketing mix to compete internationally
				2.1.4 Ethics, the environment and business	<p>The impact of ethical and environmental considerations on businesses:</p> <ul style="list-style-type: none"> How ethical considerations influence business activity: possible trade-offs between ethics and profit How environmental considerations influence business activity: possible trade-offs between the environment, sustainability and profit The potential impact of pressure group activity on the marketing mix
			2.2 Making Marketing Decisions	2.2.1 Product	<p>The design mix:</p> <ul style="list-style-type: none"> Function, aesthetics, cost <p>The product life cycle:</p> <ul style="list-style-type: none"> The phases of the product life cycle Extension strategies <p>The importance to a business of differentiating a product/service</p>
				2.2.2 Price	<p>Price:</p> <ul style="list-style-type: none"> Pricing strategies Influences on pricing strategies: technology, competition, market segments, product life cycle
				2.2.3 Promotion	<p>Promotion:</p> <ul style="list-style-type: none"> Appropriate promotion strategies for different market segments: advertising, sponsorship, product trials, special offers, branding The use of technology in promotion: targeted advertising online, viral advertising via social media, e-newsletters
				2.2.4 Place	<p>Place:</p> <ul style="list-style-type: none"> Methods of distribution: retailers and e-tailers (e-commerce)
		2.2.5 Using the marketing mix to make business decisions		<p>How each element of the marketing mix can influence other elements</p> <p>Using the marketing mix to build competitive advantage</p> <p>How an integrated marketing mix can influence competitive advantage</p>	
		2.3 Business Operations	2.3.1 Business operations	<p>The purpose of business operations:</p> <ul style="list-style-type: none"> To produce goods To provide services <p>Production processes:</p> <ul style="list-style-type: none"> Different types: job, batch, flow The impact of different types of production processes: keeping productivity up and costs down and allow for competitive prices <p>Impacts of technology on production:</p> <ul style="list-style-type: none"> Balancing cost, productivity, quality and flexibility 	
			2.3.2 Working with suppliers	Managing stock:	

Term 2 - 30 hrs	2.3 Making Product D		<ul style="list-style-type: none"> · Interpretation of bar chart stock graphs · The use of just in time (JIT) stock control <p>The role of procurement:</p> <ul style="list-style-type: none"> · Relationships with suppliers: quality, delivery (cost, speed, reliability), availability, cost, trust · The impact of logistics and supply decisions on: costs, reputation, customer satisfaction
		2.3.3 Managing quality	<p>The concept of quality and its importance in:</p> <ul style="list-style-type: none"> · The production of goods and the provision of services: quality control and quality assurance · Allowing a business to control costs and gain a competitive advantage
		2.3.4 The sales process	<p>The sales process:</p> <ul style="list-style-type: none"> · Product knowledge, speed and efficiency of service, customer engagement, responses to customer feedback, post-sales service <p>The importance to businesses of providing good customer service</p>
	2.4 Making Financial Decisions	2.4.1 Business calculations	<p>The concept and calculation of:</p> <ul style="list-style-type: none"> · Gross profit · Net profit <p>Calculation and interpretation of:</p> <ul style="list-style-type: none"> · Gross profit margin · Net profit margin · Average rate of return
		2.4.2 Understanding business performance	<p>The use and interpretation of quantitative business data to support, inform and justify</p> <ul style="list-style-type: none"> · Information from graphs and charts · Financial data · Marketing data · Market data <p>The use and limitation of financial information in:</p> <ul style="list-style-type: none"> · Understanding business performance · Making business decisions
	Term 3 - 30 hrs	2.5 Making People Decisions	2.5.1 Organisational structures
2.5.2 Effective recruitment			<p>Different job roles and responsibilities:</p> <ul style="list-style-type: none"> · Key job roles and their responsibilities: directors, senior managers, supervisors/team leaders, operational and support staff <p>How businesses recruit people:</p> <ul style="list-style-type: none"> · Documents: person specification and job description, application form, CV · Recruitment methods used to meet different business needs
2.5.3 Effective training and development			<p>How businesses train and develop employees:</p> <ul style="list-style-type: none"> · Different ways of training and developing employees: formal and informal training, self-learning, ongoing training for all employees, use of target setting and performance reviews <p>Why businesses train and develop employees:</p> <ul style="list-style-type: none"> · The link between training, motivation and retention · Retraining to use new technology
2.5.4 Motivation			<p>The importance of motivation in the workplace:</p> <ul style="list-style-type: none"> · Attracting employees, retaining employees, productivity <p>How businesses motivate employees:</p> <ul style="list-style-type: none"> · Financial methods: remuneration, bonus, commission, promotion, fringe benefits · Non-financial methods: job rotation, job enrichment, autonomy