Business Studies Learning Journey Year 11

Autumn Term 1

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	
Topic	2.1 Growing the Business				2.2 Making Marketing decisions				HALF TERM
Sub-Topic	2.1.1 Business growth	2.1.2 Changes in business aims and objectives	2.1.3 Business and globalisation	2.1.4 Ethics, the environment and business	2.2.1 Product	2.2.2 Price	2.2.3 Promotion	2.2.4 Place	
Challenge Objective and Content (for all learners)	Methods of business growth and their impact: ● 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. The types of business ownership for growing businesses: ● public limited company (plc) Sources of finance for growing and established businesses: ● internal sources: retained profit, selling assets ● external sources: loan capital, share capital, including stock market flotation	Why business aims and objectives change as businesses evolve: ● in response to: market conditions, technology, performance, legislation, internal reasons. How business aims and objectives change as businesses evolve: ● focus on survival or growth ● entering or exiting markets ● growing or reducing the workforce ● increasing or decreasing product range	The impact of globalisation on businesses: ● imports: competition from overseas, buying from overseas ● exports: selling to overseas markets ● changing business locations ● multinationals. Barriers to international trade: ● tariffs ● trade blocs. How businesses compete internationally: ● the use of the internet and e-commerce ● changing the marketing mix to compete internationally.	The impact of ethical and environmental considerations on businesses: ● 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	The design mix: ● function, aesthetics, cost. The product life cycle: ● the phases of the product life cycle ● extension strategies. The importance to a business of differentiating a product/ service	Price ● pricing strategies ● influences on pricing strategies: technology, competition, market segments, product life cycle.	Promotion: ● 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.	Place: ● methods of distribution: retailers and e-tailers (e-commerce).	

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	(public limited companies).								
Inspire Opportunities			Glocalisation & MacDonalds						
Assessment Opportunities	Exam question formative			End of unit test		Formative exam question		End of unit test	

Autumn Term 2

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	
Topic	2.2	2.3 Making Operational Decisions				2.4 Making Financial decisions	CHRISTMAS
Sub-Topic	2.2.5 Using the marketing mix to make business decisions	2.3.1 Business operations	2.3.2 Working with suppliers	2.3.3 Managing quality	2.3.4 The sales process	2.4.1 Business calculations	
Challenge Objective and Content (for all learners)	How each element of the marketing mix can influence other elements. Using the marketing mix to build competitive advantage. How an integrated marketing mix can influence competitive advantage.	The purpose of business operations: ● to produce goods ● to provide services. Production processes: ● different types: job, batch, flow ● the impact of different types of production process: keeping productivity up and costs down and allowing for competitive prices. Impacts of technology on production: ● balancing cost, productivity, quality and flexibility.	Managing stock: ● interpretation of bar gate stock graphs ● the use of just in time (JIT) stock control. The role of procurement: ● relationships with suppliers: quality, delivery (cost, speed, reliability), availability, cost, trust ● the impact of logistics and supply decisions on: costs, reputation, customer satisfaction.	The concept of quality and its importance in: ● 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.	The sales process: ● product knowledge, speed and efficiency of service, customer engagement, responses to customer feedback, post-sales service. The importance to businesses of providing good customer service.	he concept and calculation of: ● gross profit ● net profit Calculation and interpretation of: ● gross profit margin ● net profit margin ● average rate of return.	
Inspire Opportunities							

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Assessment Opportunities	End of unit test		Formative exam question		End of unit test		

Spring Term 1

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	
Topic	2.4 Making Financial decisions	2.5 Making HR Decisions					HALF TERM
Sub-Topic	2.4.2 Understanding business performance	2.5.1 Organisational structures	2.5.2 Effective recruitment	2.5.3 Effective training and development	2.5.4 Motivation		
Challenge Objective and Content (for all learners)	The use and interpretation of quantitative business data to support, inform and justify business decisions: ● information from graphs and charts ● financial data ● marketing data ● market data. The use and limitations of financial information in: ● understanding business performance ● making business decisions.	Different organisational structures and when each are appropriate: ● hierarchical and flat ● centralised and decentralised. The importance of effective communication: ● the impact of insufficient or excessive communication on efficiency and motivation ● barriers to effective communication. Different ways of working: ● part-time, full-time and flexible hours ● permanent, temporary, and freelance contracts ● the impact of technology on ways of working: efficiency, remote working.	Different job roles and responsibilities: ● key job roles and their responsibilities: directors, senior managers, supervisors/team leaders, operational and support staff. How businesses recruit people: ● documents: person specification and job description, application form, CV ● recruitment methods used to meet different business needs (internal and external recruitment).	How businesses train and develop employees: ● 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. Why businesses train and develop employees: ● the link between training, motivation and retention ● retraining to use new technology	The importance of motivation in the workplace: ● attracting employees, retaining employees, productivity. How businesses motivate employees: ● financial methods: remuneration, bonus, commission, promotion, fringe benefits ● non-financial methods: job rotation, job enrichment, autonomy.		
Inspire Opportunities							
Assessment Opportunities	End of unit test		Formative exam question		End of unit test		

Spring Term 2

Business Studies Learning Journey Year 11

	Week 1	Week 2	Week 3	Week 4	Week 5	
Topic						**EASTER**
Challenge Objective and Content (for all learners)						
Inspire Opportunities						
Assessment Opportunities						

Business Studies Learning Journey Year 11

Summer Term 1

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	HALF TERM
Topic	Revision						
Challenge Objective and Content (for all learners)							
Inspire Opportunities							
Assessment Opportunities							

Summer Term 2

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	SUMMER
Topic							
Challenge Objective and Content (for all learners)							
Inspire Opportunities							
Assessment Opportunities							