

# Business Studies Long Term Plan Year 11 2019-20



## Temperance Term

W/C	2nd September	9th September	16th September	23rd September	30th September	7th October	14th October	21st October	
Topic	<b>Methods of Production</b>		<b>Concept of Quality</b>	<b>The role of procurement</b>		<b>Customer Service</b>		<b>Marketing</b>	
	To understand what is meant by job production, flow production and when each method of production is appropriate. To understand how production might be made more efficient by the use of lean production techniques and just in time (JIT) techniques.		To evaluate the use of managing stock using JIT and JIC to a given business, the factors affecting the choice of suppliers, what procurement and logistics are and their effect on a business and that the benefits of reduced costs must be balanced against the quality of service.			To understand the sales process, the importance of providing good service to customers, the dangers of poor customer service and the reasons why advances in ICT have allowed customer services to develop.		To understand the importance of identifying and satisfying customer needs and why businesses use segmentation to target customers	
Challenge	Use of student goal setting		To analyse the factors that affect the choice of supplier for a given business			To analyse the techniques businesses, use to provide good customer service.		Independent Learning Project	
Assessment			Use the 9-mark question format to create a question analysing and evaluating the main factor influencing the choice of supplier for a chosen business.			Complete question 2c) 5 marks Paper 1 June 2013.		Quiz testing knowledge – quantitative or qualitative?	
W/C	4th November		11th November	18th November	25th November	2nd December	9th December		
Topic	<b>Segmentation</b>		<b>Market Research</b>	<b>Marketing Mix</b>	<b>Marketing Mix</b>	<b>Exam Preparation / Revision</b>			
	<b>HALF TERM</b>		To understand why businesses conduct market research and the types of information collected in market research. To understand the meaning of primary and secondary market research and the methods used to collect primary and secondary data.		To understand price skimming, price penetration, competitive pricing, loss leader and cost-plus pricing and the impact these pricing decisions will have on the business. To recognise the factors, internal and external, which might influence the pricing decision, particularly as businesses grow and expand.		To be determined according to individual pupils' needs.		
Challenge			Independent Learning Project		To evaluate the factors and use them to assess the suitability of pricing methods for a given business.				
Assessment			Complete question 1d) 9 marks Paper 1 June 2015		Complete question 1d) 9 marks June 2015. 4-mark question explaining the benefit for Coca Cola of having a strong brand		<b>Year 11 Mock Exams</b>		
	<b>CHRISTMAS</b>								

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## Justice Term

<b>W/C</b>	6 <sup>th</sup> January	13 <sup>th</sup> January	20 <sup>st</sup> January	27 <sup>th</sup> January	3 <sup>rd</sup> February	10 <sup>th</sup> February	<b>HALF TERM</b>
Topic	<b>Sources of Finance</b>	<b>Cash Flow</b>	<b>Financial Terms and Calculations</b>		<b>Unit Revision 3.1 Business in the real world</b>		
	To understand the main internal and external sources of finance available and analyse the advantages and disadvantages of each method for a given situation.		To understand how and why cash flow forecasts are constructed and complete and interpret sections of a cash flow forecast. To understand the difference between variable costs, fixed costs and total costs. To understand the concept of and calculate revenue, costs, profit and loss.		Purpose of business, reasons for starting a business, basic functions and types of business, business enterprise and entrepreneurship	Sole traders, partnerships, business aims and objectives, stakeholders of businesses, factors influencing the location decision of a business	
Challenge	To be able to evaluate the suitability of sources of finance for new and established businesses.		To be able to evaluate possible solutions to cash flow problems.		Question Bank higher level questions		
Assessment	Complete question 1d) 9 marks Paper 1 June 2014.		Complete question 3d) 9 marks Paper 2 June 2013 or 2b) 6 marks Paper 1 June 2015 or 2c) 9 marks Paper 2 June 2015.		Past paper questions		
<b>W/C</b>	24 <sup>th</sup> February	2 <sup>nd</sup> March	9 <sup>th</sup> March	16 <sup>th</sup> March	23 <sup>rd</sup> March	30 <sup>th</sup> March	<b>EASTER</b>
Topic	<b>Exam Preparation / Revision</b>	<b>Unit Revision 3.2 Influences on business</b>		<b>Unit Revision 3.4 Human Resources</b>		<b>Challenge Week</b>	
		Impact of the changing use of ICT, e-commerce, digital communication, ethical considerations	Impact on businesses of operating in competitive markets, uncertainty and risks businesses face	Organisational structures, appropriateness of organisational structures, centralisation and decentralisation, methods of recruitment and selection of employees, importance of motivation in the workforce		TBC	
Challenge		Question Bank higher level questions				Competition - Reward	
Assessment	<b>Year 11 Mock Exams</b>	Past paper questions					

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## Courage Term

<b>W/C</b>	20 <sup>th</sup> April	27 <sup>th</sup> April	4 <sup>th</sup> May	11 <sup>th</sup> May	18 <sup>th</sup> May	<b>HALF TERM</b>
Topic	<b>Unit Revision 3.3 Business Operations</b>	<b>Unit Revision 3.5 Marketing</b>	<b>Unit Revision 3.6 Finance</b>	Year 11 on bespoke revision timetable		
	Methods of production, efficiency in production, consequences of quality issues	Types of segmentation, methods of market research, pricing methods, the factors that influence pricing decisions				
Challenge	Question Bank higher level questions					
Assessment	Past paper questions			GCSE Exams		
<b>W/C</b>	1 <sup>st</sup> June	8 <sup>th</sup> June	15 <sup>th</sup> June	22 <sup>nd</sup> June	29 <sup>th</sup> June	6 <sup>th</sup> July
Topic	Year 11 on optional revision timetable	Year 11 on study leave				
Challenge						
Assessment						