

Business Studies Long Term Plan Year 11 2020-21

Temperance Term

W/C	7 th September	14 th September	21 st September	28 th September	5 th October	12 th October	19 th October	
Topic	Methods of Production	Methods of Production	Concept of Quality	The role of procurement	The role of procurement	Customer Service	Customer Service	Marketing
	<p>To understand what is meant by job production.</p> <p>To understand what is meant by flow production.</p> <p>To understand when each method of production is appropriate.</p> <p>To understand how production might be made more efficient by the use of lean production techniques.</p> <p>To understand how production might be made more efficient by the use of just in time (JIT) techniques.</p>		<p>To evaluate the use of managing stock using JIT to a given business.</p> <p>To evaluate the use of managing stock using JIC to a given business.</p> <p>To understand the factors affecting the choice of suppliers.</p> <p>To analyse the factors that affect the choice of supplier for a given business.</p> <p>To understand what procurement and logistics are and their effect on a business.</p> <p>To understand that the benefits of reduced costs must be balanced against the quality of service.</p>			<p>To analyse the techniques businesses, use to provide good customer service.</p> <p>To understand the sales process.</p> <p>To understand the importance of providing good service to customers.</p> <p>To understand the dangers of poor customer service.</p> <p>To understand the reasons why advances in ICT have allowed customer services to develop.</p>		<p>To understand the importance of identifying and satisfying customer needs.</p> <p>To understand the methods and criteria businesses use to segment the market</p> <p>To understand why businesses, use segmentation to target customers</p>
Challenge	Use of student goal setting		Peer Teaching / Self Evaluation			Public Speaking		Independent Learning Project
Assessment			<p>Complete question 2b) 6 marks Paper 2 June 2015.</p> <p>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.</p> <p>Analyse two benefits that McDonald's gain from effectively managing their supply chain (6 marks).</p>			<p>Complete question 2c) 5 marks Paper 1 June 2013.</p>		<p>Quiz testing knowledge – quantitative or qualitative?</p>

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W/C	HALF TERM	2nd November	9th November	16th November	23rd November	30th November	7th December	CHRISTMAS
Topic		Segmentation	Market Research	Marketing Mix	Marketing Mix	Exam Preparation / Revision	Exam Preparation / Revision	
		<p>To understand why businesses, conduct market research.</p> <p>To understand the types of information collected in market research</p> <p>To understand the meaning of primary market research and the methods used to collect primary data.</p> <p>To understand the meaning of secondary market research and the methods used to collect secondary data.</p>	<p>To understand price skimming and price penetration.</p> <p>To understand the impact these pricing decisions will have on the business.</p> <p>To understand competitive pricing, loss leader and cost-plus pricing.</p> <p>To understand the impact these pricing decisions will have on the business.</p> <p>To recognise the factors, internal and external, which might influence the pricing decision, particularly as businesses grow and expand.</p>					
Challenge		Independent Learning Project	<p>To evaluate the factors and use them to assess the suitability of pricing methods for a given business.</p> <p>To understand the basic relationship between price and demand.</p>					
Assessment	<p>Complete question 1d) 9 marks Paper 1 June 2015</p>	<p>Complete question 1d) 9 marks June 2015.</p> <p>4-mark question explaining the benefit for Coca Cola of having a strong brand</p>	Year 11 Mock Exams					

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Justice Term

W/C	4 th January	11 th January	18 th January	25 th January	1 st February	8 th February	HALF TERM
Topic	Sources of Finance	Cash Flow	Financial Terms and Calculations	Financial Terms and Calculations	Unit Revision 3.1 Business in the real world	Unit Revision 3.1 Business in the real world	
	<p>To understand the main internal and external sources of finance available.</p> <p>To be able to analyse the advantages and disadvantages of each method for a given situation.</p> <p>To be able to evaluate the suitability of sources of finance for new and established businesses.</p>		<p>To understand how and why cash flow forecasts are constructed.</p> <p>To be able to complete and interpret sections of a cash flow forecast.</p> <p>To be able to evaluate possible solutions to cash flow problems.</p> <p>To understand the difference between variable costs, fixed costs and total costs.</p> <p>To understand the concept of revenue, costs, profit and loss.</p> <p>To be able to calculate revenue, costs and profit.</p>		<p>Purpose of business</p> <p>Reasons for starting a business</p> <p>Basic functions and types of business</p> <p>Business enterprise and entrepreneurship</p>	<p>Sole traders</p> <p>Partnerships</p> <p>What are business aims and objectives?</p> <p>Purpose of setting objectives</p> <p>Role of objectives in running a business</p> <p>Main stakeholders of businesses</p> <p>Objectives of stakeholders</p> <p>Factors influencing the location decision of a business</p>	
Challenge	Independent Research and Presentation		Students access Question Bank for higher level questioning				
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.				

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W/C	22nd February	1st March	8th March	15th March	22nd March	29th March	EASTER
Topic	Exam Preparation / Revision	Unit Revision 3.2 Influences on business	Unit Revision 3.2 Influences on business	Unit Revision 3.4 Human Resources	Unit Revision 3.4 Human Resources	Challenge Week	
		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						Competition - Reward	
Assessment	Year 11 Mock Exams						

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Courage Term

W/C	19 th April	26 th April	3 rd May	10 th May	17 th May	24 th May	HALF TERM
Topic	Unit Revision 3.3 Business Operations	Unit Revision 3.5 Marketing	Unit Revision 3.6 Finance	Year 11 on bespoke revision timetable			
	Methods of production – job Methods of production – flow Efficiency in production – just in time (JIT) Consequences of quality issues	Types of segmentation Methods of market research Pricing methods The factors that influence pricing decisions					
Challenge							
Assessment							
W/C	7 th June	14 th June	21 st June	22 nd June	29 th June		6 th July
Topic	Year 11 on optional revision timetable	Year 11 on study leave					
Challenge							
Assessment				GCSE Exams			