

# Business Studies Long Term Plan Year 11

## Temperance Term

W/C	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	HALF TERM
<b>Topic</b>	Unit 3 - Supply chains	Unit 3 - Methods of production	Unit 3 - Methods of production	Unit 3 - The Role of Procurement	Unit 3 - Quality	Unit 3 - Quality	Recap and Consolidation	
<b>Core</b>	explain what is meant by job production and flow production.		identify when each method of production is appropriate.	recognise that the benefits of reduced costs must be balanced against the cost of more deliveries.	explain what it means by the term quality in Business.	identify the expectations customers have in terms of quality.		
<b>Challenge</b>		analyse the appropriate use of each production method.		evaluate the use of managing stock using the JIT and JIC methods.	analyse the consequences of quality issues within a business.	Assess methods of lean production and evaluate the strengths and limitations of each		
<b>Assessment</b>	Formative assessment – to include (6/9/12 Mark Questions		Formative assessment – to include (6/9/12 Mark Questions		Formative assessment – to include (6/9/12 Mark Questions		Formative assessment – to include (6/9/12 Mark Questions	

W/C	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	CHRISTMAS
<b>Topic</b>	Unit 3 - Customer Service	Unit 3 - Customer Service	Unit 3 recap and Consolidation	Unit 5 - Marketing Mix	Unit 5 - Marketing Mix	Unit 5 - Marketing Mix	
<b>Core</b>	identify good methods of customer service.	highlight consequences of poor customer service.		explain different pricing methods including price skimming and price penetration.  identify the benefits and risks of creating a new product.	identify the reasons that businesses promote.	identify the different channels of distribution used by a business.	
<b>Challenge</b>	analyse the techniques businesses use to provide good customer service.			evaluate the impact that pricing decisions will have on the business.  analyse the importance of a good brand image.	analyse the benefits and drawbacks of advertising.	analyse the growing importance of e-commerce.	
<b>Assessment</b>		Formative assessment – to include (6/9/12 Mark Questions	End of unit Summative assessment	Formative assessment – to include (6/9/12 Mark Questions		Formative assessment – to include (6/9/12 Mark Questions	

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## Justice Term

W/C	Week 14	Week 15	Week 16	Week 17	Week 18	Week 19	HALF TERM
<b>Topic</b>	Unit 5 - Market Research	Unit 5 - Market Research	Unit 5 - Product Life Cycle	Unit 5 - Extension Strategies	Unit 5 - Ecommerce	Unit 5 Recap and Consolidation	
<b>Core</b>	explain the importance of identifying customer needs	identify methods businesses use to segment the market	Highlight the stages of the product lifecycle	Explain what is meant by an extension strategy	Describe what is meant by e-commerce		
<b>Challenge</b>	assess reasons for conducting market research.		Apply examples of business in the real world to the product life cycle	Analyse a range of extension strategies used by businesses	Evaluate the strengths and limitations of e-commerce		
<b>Assessment</b>	Formative assessment – to include (6/9/12 Mark Questions		Formative assessment – to include (6/9/12 Mark Questions		Formative assessment – to include (6/9/12 Mark Questions	End of unit, summative assessment	

W/C	Week 20	Week 21	Week 22	Week 23	Week 24	Week 25	EASTER
<b>Topic</b>	Unit 6 - Sources of Finance	Unit 6 - Investments	Unit 6 - Break even	Unit 6 - Cash flow	Unit 6 - Profit Margins	Unit 6 - Statement of financial position	
<b>Core</b>	identify the main sources of internal and external finance available to a business	Identify reasons for investment	evaluate the suitability of financial sources for new and established businesses.	Describe the meaning of cashflow	Identify the importance of a profit margin	Explain the use of a financial statement	
<b>Challenge</b>	evaluate the suitability of financial sources for new and established businesses.	Evaluate a range of investment decisions	Use formula to calculate the average rate of return	Differentiate between cash flow and profit	Find the net profit figure as a percentage of revenue for a range of given examples	Complete a statement of financial position	
<b>Assessment</b>	Formative assessment – to include (6/9/12 Mark Questions		Formative assessment – to include (6/9/12 Mark Questions		Formative assessment – to include (6/9/12 Mark Questions	End of unit Summative assessment	



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## Courage Term

W/C	Week 26	Week 27	Week 28	Week 29	Week 30	Week 31	HALF TERM
Topic	Revision Programme covering units 3.1,3.2,3.4						
Core							
Challenge							
Assessment	Formative assessment – focus on topic revision coverage to include (6/9/12 Mark Questions)						

W/C	Week 32	Week 33	Week 34	Week 35	Week 36	Week 37	SUMMER
Topic	Revision Programme						
Core							
Challenge							
Assessment	Formative assessment – focus on topic revision coverage to include (6/9/12 Mark Questions)						