

Long Term Plan Year 11 Business Studies

W/C	6 th September	10 th September	17 th September	24 th September	1 st October	8 th October	15 th October	HALF TERM	31 st October	5 th November	12 th November	
	Methods of Production	Methods of Production	Concept of Quality	The role of procurement	The role of procurement	Customer Service	Review and Assessment		Marketing	Marketing	Review	
	<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>		
W/C	19 th November	26 th November	3 rd December	10 th December	CHRISTMAS	4 th January	7 th January	14 th January	21 st January	28 th January	4 th February	11 th February
	Segmentation	Market Research	Mocks	Marketing Mix		Marketing Mix	Assessment and review	Sources of Finance	Cash Flow	Assessment and Review	Financial Terms and Calculations	Financial Terms and Calculations
	<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 the difference between qualitative and quantitative market research</p> <p>To understand the benefits and drawbacks for various market research techniques.</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>		<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>		

