

**St Sampson's High School – \_Business\_ Department – Y11 Curriculum Implementation**

| KS3: Year 11                                                         | 1.1                                                                                                                                                                                                      | 1.2                                                                                                                                                                                                                                                            | 2.1                                                                                                                                                                                                                                                          | 2.1                                                                                                                                                                                                                                                                                                                            | 3.1                                                                                                                                                                                                                                                                                                 | 3.2 | Year 11 Progression <u>END POINTS:</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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| <b>Topic</b><br><br><b>Big Question</b><br><br><b>Specific Focus</b> | <b>What are the main areas of business operations?</b>                                                                                                                                                   | <b>Why should a business have a good relationship with their suppliers?</b>                                                                                                                                                                                    | <b>How can marketing identify the needs of their customers segmentation?</b>                                                                                                                                                                                 | <b>What are the four sections of the marketing mix?</b>                                                                                                                                                                                                                                                                        | <b>What can a business use as a source of finance and how can it analyse its financial performance?</b>                                                                                                                                                                                             |     | <ul style="list-style-type: none"> <li>• Procurement</li> <li>• Supply chain</li> <li>• Stock control</li> <li>• Total quality management -TQM</li> <li>• Segmentation</li> <li>• Distribution</li> <li>• Market research</li> <li>• Quantitate and qualitative research</li> <li>• Marketing mix</li> <li>• Sources of finance</li> <li>• Financial calculations</li> <li>• Analysis of business performance</li> <li>• Financial statement</li> <li>• Profit and loss</li> <li>• Human resources</li> <li>• External influences on business</li> </ul> |
| <b>Curriculum Directory Area Of Study</b>                            | Understand how the different ways businesses produce goods and services, manage stock and their suppliers.<br><br>JIT – Just in time<br><br>JIC – Just in case<br><br>Implications of both to a business | How a business aims to produce high-quality products and proved excellent customer service.<br><br>TQM – total quality management<br><br>Quality control<br><br><b>Relevance of customer feedback to a business and its implications on negative feedback.</b> | <b>Consider different ways that a business is able to identify, understand and target their customers through segmentation of</b><br><br><b>Age</b><br><br><b>Gender</b><br><br><b>Income</b><br><br><b>Location</b><br><br><b>Stage In their life cycle</b> | How a business uses the marketing mix to promote their goods or service.<br><br><b>How they can compete against similar businesses.</b><br><br>The importance of market share to both profit and customer appeal.<br><br>Understand the different financial requirements that need to be produced each year and who needs them | <b>Understand how a business can raise finance to establish and expand their business.</b><br>How businesses manage their cash, calculate their profits or losses and use financial data to judge their performance.<br><br>Financial statements<br><br>Break Even analysis<br><br>Margin of safety |     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Assumed Prior Knowledge</b>                                       | Understand the importance of recruitment and selection through HR and the external influences on a business.                                                                                             | Be able to explain various stages of production<br><br>Different types of stock control<br><br>Difference between<br><br>JIC Just in case<br><br>JIT Just in time<br><br>Both negative and positive use of supply chain.                                       | Be able to explain the importance of the different areas of business operations from start to end of a product or service and the importance of having the right staff. The influence of external factors to a business.                                     | Describe the different methods of segmentation and how these can influence sale of goods and services provided to customers.<br><br>The important use of market research to help a business evaluate success of failure of products and services provided.                                                                     | Describe and acknowledge how different departments of HR, Operations and marketing function with each other and rely on these to work within financial constraints and external influences.<br><br>Human resources<br><br>Marketing<br><br>Legal issues and production of correct documentation.    |     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

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| Key Knowledge and Retention | Production                        | TQM – Total quality management | Segmentation through      | Marketing mix                          | Sources of finance to raise capital      |  |
|                             | Supply                            | Quality control                | Age                       | Price                                  | Selling and buying assets                |  |
|                             | Procurement                       | Customer Service               | Gender                    | Product                                | Cash flow                                |  |
|                             | Distribution                      | Customer feedback              | Income                    | Place                                  | Difference between cash flow and profits |  |
|                             | Types of stock control management |                                | Location                  | Promotion                              | Financial terms                          |  |
|                             |                                   |                                | Stage in their life cycle | Market share                           | Financial calculations                   |  |
|                             |                                   |                                | Distribution              | Competition                            | Analysis of business performance         |  |
|                             |                                   |                                | Market research           | Human resources                        | Financial statements                     |  |
|                             |                                   |                                | Quantitative research     | Marketing                              | Break-even analysis                      |  |
|                             |                                   |                                | Qualitative research[sk1] | External influences e.g. share holders | Margin of safety                         |  |
|                             |                                   |                                | Primary research          |                                        | Profit and loss statements               |  |
|                             |                                   |                                | Secondary research        |                                        | The influence of finance on Operations   |  |
|                             |                                   |                                |                           |                                        |                                          |  |
| Tier 2 Vocabulary           | Supply                            | Customer                       | Location                  | Service                                | Cash flow                                |  |
|                             | Stock                             | Service                        | Primary research          | Price                                  | Profit                                   |  |
|                             | Goods                             | Feedback                       | Secondary research        | Place                                  | Loss                                     |  |
|                             | Service                           | relationship                   | Identify                  | Promotion                              | External                                 |  |
|                             | Shareholders                      | Stock control                  | Target customer           | Product                                | Internal<br>Financial                    |  |
| Tier 3 Vocabulary           | Procurement                       | TQM – Total quality management | Segmentation              | Marketing mix                          | Business performance                     |  |
|                             | Distribution                      | Suppliers                      | Quantitative research     | Competition                            | Financial calculation                    |  |
|                             | Management                        |                                | Qualitative research[sk2] | Promotion                              | Interpret                                |  |
|                             | Implications                      |                                | Distribution              | Segmentation                           | Statements                               |  |

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|                               |                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                            |                                    |                           | Documentation                                                                                                                                                                                                                                                                                                                                                                          |                        |  |
| Literacy Strategy Focus       | Students are required to write up in their own words and tables the key terms and answer topical questions within the lesson and for homework.<br><br>Do it now tasks will involve show a written understanding of key terms used and built on throughout the term.  |                                                                                                                                                                                                                                                                            |                                    |                           |                                                                                                                                                                                                                                                                                                                                                                                        |                        |  |
| Progression waypoints         | <ul style="list-style-type: none"><li>Secure knowledge of business operations through</li><li>Stock control, distribution,</li><li>Production</li><li>Supply chain</li><li>Total quality management (TQM)</li><li>Quality control</li><li>Customer service</li></ul> | <ul style="list-style-type: none"><li>Segmentation</li><li>Distribution</li><li>Qualitative research</li><li>Quotative research</li><li>Primary and secondary research</li><li>Marketing mix – Price, product, place, promotion</li><li>Market share/competition</li></ul> |                                    |                           | <ul style="list-style-type: none"><li>Sources of finance</li><li>Selling and buying assets to raise funds</li><li>Difference between cash flow and profits</li><li>Financial terms</li><li>Financial calculations</li><li>Financial statements</li><li>Influence of finance on Operations, human resources, marketing and operations</li><li>External influences on business</li></ul> |                        |  |
| Stepped / Formal Assessments: | Paper 1 Exam paper                                                                                                                                                                                                                                                   | Do same paper 1 to see if they can improve their original marks                                                                                                                                                                                                            | Mock examination paper 1 & Paper 2 | 12 mark question scenario | High end exam style questions and scenarios for paper 2                                                                                                                                                                                                                                                                                                                                | Main exam papers 1 & 2 |  |