Subject: Year 11 Business				
Y11: In Year 11 we examine how a business develops beyond the start-up phase. It focuses on the key business concepts, issues and decisions used to grow a business, with emphasis on aspects of marketing, operations, finance and human resources. We also consider the impact of the wider world on the decisions a business makes as it grows. In this theme, students will be introduced to national and global business contexts and will develop an understanding of how these contexts impact business behaviour and decisions. National contexts build on those in Year 10 and relate to businesses operating in more than one location or across the UK. Global contexts relate to non-UK or transnational businesses. Students must develop an understanding of the interdependent nature of business activity through interactions between business operations, finance, marketing and human resources, as well as the relationship between the business and the environment in which it operates. Students must understand how these functional areas influence business activity and how interdependencies and relationships between them underpin business decisions.				
	Scheme 1: Marketing	Scheme 2: Operations	Scheme 3:Human Resources	Scheme 4: Finance
Acquire	The design mix: function, aesthetics, cost. The product life cycle: he phases of the product life cycle-extension strategies. The importance to a business of differentiating a product/ service. Price- pricing strategies, influences on pricing strategies: technology, competition, market segments, product life cycle Promotion: appropriate promotion strategies for different market segments: advertising, sponsorship, product trials, special offers, branding, the use of technology in promotion:	The purpose of business operations: to produce goods to provide services. Production processes: different types: job, batch, flow the impact of different types of production process: keeping productivity up and costs down and allowing for competitive prices. Impacts of technology on production: balancing cost, productivity, quality and flexibility Managing stock: interpretation of bar gate stock graphs the use of just in time (JIT) stock control. The role of procurement: relationships with suppliers: quality, delivery (cost, speed, reliability), availability, cost, trust the impact of logistics and supply decisions	Different organisational structures and when each are appropriate: hierarchical and flat, centralised and decentralised. The importance of effective communication: the impact of insufficient or excessive communication on efficiency and motivation, barriers to effective communication. Different ways of working: part-time, full-time and flexible hours, permanent, temporary, and freelance contracts, the impact of technology on ways of working: efficiency, remote working Different job roles and responsibilities: key job roles and their responsibilities: directors, senior managers, supervisors/team leaders, operational and support staff. How businesses recruit	The concept and calculation of: gross profit net profit Calculation and interpretation of: gross profit margin net profit margin average rate of return. The use and interpretation of quantitative business data to support, inform and justify business decisions: information from graphs and charts financial data marketing data market data. The use and limitations of financial information in: understanding business performance making business decisions.

	targeted advertising online, viral advertising via social media, e-newsletters. Place: -methods of distribution: retailers and e-tailers (e-commerce). How each element of the marketing mix can influence other elements. Using the marketing mix to build competitive advantage. How an integrated marketing mix can influence competitive advantage.	on costs, reputation, customer satisfaction. Procedural Knowledge: The concept of quality and its importance in: the production of goods and the provision of services: quality control and quality assurance, allowing a business to control costs and gain a competitive advantage. The sales process: product knowledge, speed and efficiency of service, customer engagement, responses to customer feedback, post-sales service. The importance to businesses of providing good customer service.	people: documents: person specification and job description, application form, CV, recruitment methods used to meet different business needs (internal and external recruitment). How businesses train and develop employees: different ways of training and developing employees: formal and informal training, self-learning, ongoing training for all employees, use of target setting and performance reviews. Why businesses train and develop employees: the link between training, motivation and retention retraining to use new technology. The importance of motivation in the workplace: attracting employees, retaining employees, productivity. How businesses motivate employees: financial methods: remuneration, bonus, commission, promotion, fringe benefits non-financial methods: job rotation, job enrichment, autonomy	
Apply	Reasoning- the ability to make chains of argument. Developing reasoning- coherent and logical chains of reasoning showing causes and/or effects. Annotating case studies- the ability to extract key	Reasoning- the ability to make basic chains of argument. Developing reasoning- coherent and logical chains of reasoning showing causes and/or effects. Annotating case studies- the ability to extract key terminology from selected text examples.	Reasoning- the ability to make basic chains of argument. Developing reasoning- coherent and logical chains of reasoning showing causes and/or effects. Annotating case studies- the ability to extract key terminology from selected text examples.	Reasoning- the ability to make chains of arguments. Developing reasoning- coherent and logical chains of reasoning showing causes and/or effects. Annotating case studies- the ability to extract key terminology from selected text examples.

	terminology from selected text examples. Analytical reasoning- the ability to make basic chains of argument using contextualised data External examples- students have the ability to find and bring own case study examples into their work. Balanced and detailed assessments using wide ranging and contextualised data using quantitative and qualitative data leading to supported judgements	Analytical reasoning- the ability to make basic chains of argument using contextualised data External examples- students have the ability to find and bring own case study examples into their work. Balanced and detailed assessments using wide ranging and contextualised data using quantitative and qualitative data leading to supported judgements	Analytical reasoning- the ability to make basic chains of argument using contextualised data External examples- students have the ability to find and bring own case study examples into their work. Balanced and detailed assessments using wide ranging and contextualised data using quantitative and qualitative data leading to supported judgements	Analytical reasoning- the ability to make basic chains of argument using contextualised data External examples- students have the ability to find and bring own case study examples into their work. Balanced and detailed assessments using wide ranging and contextualised data using quantitative and qualitive data leading to supported judgements Calculate advanced calculations from numerical data.
Vocabulary	Product Price Promotion Place Product Life Cycle Extension Strategies	Job Batch Flow Quality Control Quality Assurance TQM Quality Circles	Motivation Organisational Structures Tall Flat Matrix Recruitment Training	Gross Profit Net Profit Ratio Analysis Average Rate of Return
Assessment	Assessment 7 October Half Term Marketing	Assessment 8 Christmas Operations	Assessment 9 February Half Term Human Resources Full Mock	Assessment 10 Easter Finance 2