

Subject Area: Business

Subject Leader: Mr.Comiskey

**Year 11**

Term	Topics/ Content Overview	Key concepts/ core knowledge/ key vocabulary	Assessments/ checkpoints (where relevant)	Careers' Links
Autumn Term 1	<b>Topic 2.1 Growing the business</b> Business growth Changes in business aims and objectives Business and globalisation Ethics, the environment and business	Internal (organic) growth External (inorganic) growth Mergers & Takeovers PLC's & Growth Why business aims & objectives change Reasons for setting objectives Globalisation Becoming multinational Trade blocs Tariffs & Quotas What are ethics Why businesses should be ethical The drawbacks & limitations of being ethical Pressure groups Trade offs	<b>Common Assessment 1</b> Topic 2.1 End of Unit Test	Chief marketing officer Human relations manager Supplier relations Foreign co-ordinator Ethical/CSR lead Public relations manager Purchasing manager
Autumn Term 2	<b>Topic 2.2 Making marketing decisions</b> Product Price Promotion Place Using the marketing mix to make business decisions	Product design Aesthetics, function & economic cost The product life cycle Extending the life cycle The importance of differentiation Pricing strategies Influences on price Appropriate promotion strategies Methods of distribution Indirect v direct selling Gaining competitive advantage	<b>Year 11 Mock Exams</b>	Product development Marketing specialist Price analyst Sales manager Events manager Chief technology manager

Spring Term 1	<b>Topic 2.3 Making operational decisions</b> Business operations Working with suppliers Managing quality The sales process	The purpose of business operations Types of production (Flow, batch & job) Balancing productivity Quality control v assurance Managing supplier relations Order levels Lead times Creation & reading of bar gate graphs Uses and limitations of JIT (Just in time) Logistic and supply decisions Waste reduction & efficiency The importance of good service How to handle the sales process	<b>Common Assessment 3</b> Topic 2.3 End of Unit Test	Supplier relations manager Business co-ordinator Supply chain manager Production foreman CSR team Sales manager Capacity management Quality control lead Customer service lead
Spring Term 2	<b>Topic 2.4 Making financial decisions</b> Business calculations Understanding business performance  <b>Topic 2.5 Making human resource decisions</b> Organisational structures Effective recruitment Effective training and development Motivation	Gross v net profit Profit margins Average rate of return Utilising graphs & charts Understanding business metrics Financial data Marketing data Market data Organisational structures Hierarchical v flat Centralised & Decentralised The impact of insufficient/excessive communication Barriers to communication Different ways of working Permanent, temporary & freelance contracts Roles within the business Employee/Employer responsibilities The recruitment processes Use and creation of CV's	<b>Common Assessment 4</b> Topic 2.4 End of Unit Test	Financial analyst Actuarial analyst Budget analyst Project manager Business auditor Human resource manager Recruitment

		Internal v external recruitment Developing employees Internal v external training On the job, self learning and formal training The importance of motivation How to attract & retain employees Financial v non-financial motivation		
Summer Term 1	Retrieval practice in preparation for GCSE exam Exam techniques		External Exams Start	
Summer Term 2	Study Leave			