

## YEAR 11

2.1 Growing the business	
Autumn 1	<p>(2.1.1 - Business growth, 2.1.2 - Changes in Aims and Objectives, 2.1.3 Business and globalisation, 2.1.4 – Ethics and the environment)</p> <p>Students will learn about methods of business growth and their impact, types of business ownership, and sources of finance for growing businesses.</p> <p>Students will explore the threshold concept of business growth, understanding that businesses need to evolve and expand to achieve their objectives. They will learn about the different methods of business growth, such as internal (organic) growth and external (inorganic) growth, and their impacts on a business's innovation, research and development, marketing mix, and international expansion. This topic builds upon the knowledge of business ownership from previous topics and lays the foundation for understanding the importance of growth in the business world.</p> <p>Students will understand that businesses need to adapt their aims and objectives in response to various factors, such as market conditions, technological advancements, performance evaluation, legal requirements, and internal circumstances. They will learn how changing aims and objectives can impact different aspects of a business, including its focus, market presence, workforce, and product range. This topic builds upon previous knowledge of business objectives and prepares students for future discussions on globalisation and marketing decisions.</p> <p>Students will explore the impact of globalisation on businesses. They will examine the effects of importing and exporting goods, changing business locations, and the rise of multinational companies. Students will understand the concept of trade barriers, such as tariffs and trade blocs, and how businesses can compete internationally by utilising the internet, e-commerce, and adapting their marketing mix. This topic builds upon the previous learning on business growth and lays the foundation for understanding the global business environment and its challenges</p> <p>Students will explore the impact of ethical and environmental considerations on business activity. They will understand that businesses face trade-offs between ethical values, profitability, and the environment. Students will learn how ethical and environmental considerations can influence a business's marketing mix and the potential impact of pressure group activity on business</p>



2.2 Making marketing decisions		
Autumn 2	(2.2.1 – Product, 2.2.2 – Price, 2.2.3 – Promotion, 2.2.4 - Place)	<p>Students will learn about product design, the product life cycle, pricing strategies, promotion methods, and distribution channels.</p> <p>Students will delve into the concept of pricing strategies and their impact on business decisions. They will learn about various pricing strategies and factors that influence them, such as technology, competition, market segments, and product life cycle stages. Understanding pricing strategies is essential for businesses to position their products effectively in the market and achieve their financial goals. This topic builds upon previous learning on the marketing mix and prepares students for future discussions on promotion and distribution.</p> <p>Students will explore appropriate promotion strategies for different market segments and the role of technology in promotion. They will learn about various promotion tools, including advertising, sponsorship, product trials, special offers, and branding, as well as how technology has transformed promotional activities, such as targeted advertising, social media marketing, and e-newsletters. This topic builds upon previous knowledge of the marketing mix and sets the foundation for understanding the impact of promotion on competitive advantage.</p> <p>Students will explore methods of distribution, focusing on both traditional retailers and e-tailers (e-commerce). They will understand the significance of effective distribution channels in reaching customers efficiently and meeting their preferences. This topic builds upon the marketing mix concept and prepares students for future discussions on using the marketing mix to make business decisions and build competitive advantage.</p>



2.3 Making operational decisions		
Spring 1	(2.3.1 - Business operations, 2.3.2 – Working with suppliers, 2.3.3 – Managing quality)	<p>This term focuses on business operations, working with suppliers, managing quality, and the sales process.</p>
		<p>Students will explore the purpose of business operations, which is to produce goods and provide services. They will understand different types of production processes, such as job, batch, and flow, and the impact of these processes on productivity, costs, and competitive pricing. Additionally, students will learn about the impact of technology on production efficiency and quality. This topic builds upon previous knowledge of business processes and lays the foundation for understanding the importance of operational decisions in achieving business objectives.</p>
		<p>Students will explore the role of suppliers in business operations and the importance of effective stock management. They will learn how to interpret bar gate stock graphs and the concept of just-in-time (JIT) stock control. Additionally, students will understand the impact of procurement decisions on costs, reputation, and customer satisfaction. This topic builds upon previous learning on business operations and prepares students for future discussions on managing quality and the sales process.</p>
		<p>Students will explore the concept of quality and its significance in the production of goods and provision of services. They will understand the distinction between quality control and quality assurance and how businesses can control costs and gain a competitive advantage by delivering high-quality products and services. This topic builds upon previous knowledge of business operations and sets the foundation for understanding the importance of customer satisfaction and post-sales service.</p>



Spring 2	2.4 Making financial decisions	
	(2.4.1 – Business calculations)	<p>This term focuses on business calculations, understanding business performance through quantitative data, and the use of financial information in decision-making.</p> <p>Students will learn about key business calculations, including gross profit and net profit. They will understand how to calculate and interpret gross profit margin, net profit margin, and average rate of return. These financial metrics are essential for assessing a business's profitability and efficiency.</p>



2.5 Making human resource decisions		
Summer 1	(2.5.1 – Organisational structures, 2.5.2 – Effective recruitment, 2.5.3 – Effective training and development, 2.5.4 – Motivation)	<p>In the final term, students will learn about organisational structures, the importance of effective communication, recruitment, training, development, and motivation.</p> <p>Students will explore different organisational structures and their appropriateness in various contexts. They will learn about hierarchical and flat structures, as well as centralization and decentralisation. Additionally, students will understand the importance of effective communication in promoting efficiency and motivation within a business. This topic builds upon previous knowledge of business operations and lays the foundation for understanding the significance of organisational structures in achieving business objectives.</p> <p>Students will learn about different job roles and their responsibilities within a business. They will explore key job roles, such as directors, senior managers, supervisors, and operational and support staff. Additionally, students will understand the recruitment process, including the use of documents such as person specifications, job descriptions, application forms, and CVs. They will also explore internal and external recruitment methods to meet different business needs. This topic builds upon previous knowledge of organisational structures and prepares students for future discussions on effective training, development, and motivation.</p> <p>Students will explore how businesses train and develop employees to enhance their skills and knowledge. They will learn about different training and development methods, including formal and informal training, self-learning, ongoing training for all employees, and the use of target setting and performance reviews. Students will also understand the link between training, motivation, and employee retention, as well as retraining employees to use new technology effectively. This topic builds upon previous knowledge of effective recruitment and sets the foundation for understanding the significance of employee training and development in achieving business objectives.</p> <p>Students will explore the importance of motivation in the workplace and various methods to motivate employees effectively. They will understand the role of financial methods, such as remuneration, bonus, commission, and promotion, as well as non-financial methods, such as job rotation, job enrichment, and autonomy. Students will learn how motivation impacts attracting and retaining employees and enhancing overall productivity. This topic builds upon previous knowledge of effective training and development and prepares students for future discussions on human resource decisions and employee performance.</p>



<b>Summer 2</b>	<b>Consolidation and mock exam</b>
	<p>Revision and Mock Examination. Term 6 will be dedicated to revision and preparing for the upcoming mock examination. During this term, students will review the key concepts covered in the previous terms and engage in practice exercises to reinforce their knowledge and skills. Teachers will provide targeted feedback to help students address any areas of weakness and ensure they are well-prepared for the mock examination.</p>