

Subject	Business Studies	Year Group	11	
	Unit 3.4	Unit 3.5	Unit 3.6 (Revisit)	
Scheme title	Human resources	Marketing	Finance	
Purpose of scheme	Students will begin to understand the interdependent nature of business operations, human resources, marketing and finance. Students will learn about the purpose of human resources, its role within business and how it influences business activity.	Students will look at the importance of a business understanding its customers and meeting their needs and wants. They will look at the benefits of understanding your customers well and the dangers of not meeting their needs.	Students will look at the role of finance within a businesses starting with sources of finance that a business can use. They will examine the benefits and the drawbacks of the main sources of finance that are available to businesses in the UK. The students will also look at why cash is important to a business and how this differs from profit.	
Knowledge in sequence	<ul style="list-style-type: none"> - Organisational structures - Recruitment and selection of employees - Motivating employees - Training 	<ul style="list-style-type: none"> - Identifying and understanding customers - Segmentation - The purpose and methods of market research - Elements of the marketing mix - Using the marketing mix: product and pricing - Promotion and distribution 	<ul style="list-style-type: none"> - Sources of finance - Cash flow - Financial terms and calculations - Analysing the financial performance of a business 	
Skills				
Key words	Internal Recruitment, External Recruitment, Induction Training, On-the-job Training, Off-the-job Training, Span of Control, Hierarchy, Delaying, Motivation, Fringe Benefits.	Exchange, sales volume, sales value, segmentation, Boston Matrix, advertising, intermediary. Market Segmentation, Primary Research, Secondary Research, Marketing Mix (4Ps), Product Life Cycle, Extension Strategies, Penetration Pricing, Skimming, Brand Loyalty, Niche Market.	Inventories, collateral, entrepreneur, capital. Revenue, Fixed Costs, Variable Costs, Break-even Point, Margin of Safety, Gross Profit, Net Profit, Cash Flow Forecast, Assets, Liabilities	
End point	Students will understand the role of HR in businesses. They will understand how and why different businesses have different organisational structures. Students will understand the different methods of recruitment and how employees are selected. They will understand the different ways to motivate employees, and how they can train them if they are not meeting expectations.	Students will be able to explain the dangers of not understanding your customers well and not meeting their needs. They will be able to explain how businesses achieve this by identifying the particular needs and wants of a group of people through segmentation. They will be able to explain different methods of carrying out market research, and link this to the marketing mix.	Students will understand the role of finance within a business. They will be able to list different finance options to businesses within the UK. They will be able to explain how poor cash flow management can lead to a business failing. They will be able to explain how cashflows can be forecasted. They will also be able to analyse the financial performance of a business by looking at key documents.	
Assessment Methods	Regular exam-style questions marked in booklets. End of unit assessment.	Regular exam-style questions marked in booklets. End of unit assessment.	Regular exam-style questions marked in booklets. End of unit assessment.	