

Subject	Business Studies	Year Group	Y11
	Unit 3	Unit 5	Unit 6
Scheme title	Business operations	Marketing	Finance
Purpose of scheme	Students will look at production and the production processes. They will learn about procurement, customer service and quality. They will identify both the advantages and disadvantages of each method of production.	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"> <li>- Production processes</li> <li>- The role of procurement</li> <li>- The concept of quality</li> <li>- Good customer service</li> </ul>	<ul style="list-style-type: none"> <li>- Identifying and understanding customers</li> <li>- Segmentation</li> <li>- The purpose and methods of market research</li> <li>- Elements of the marketing mix</li> <li>- Using the marketing mix: product and pricing</li> <li>- Promotion and distribution</li> </ul>	<ul style="list-style-type: none"> <li>- Sources of finance</li> <li>- Cash flow</li> <li>- Financial terms and calculations</li> <li>- Analysing the financial performance of a business</li> </ul>
Skills			
Key words	Production, specialisation, flow production, kaizen, procurement, logistics.	Exchange, sales volume, sales value, segmentation, Boston Matrix, advertising, intermediary.	Inventories, collateral, entrepreneur, capital.
End point	Students will be able to explain the different methods of production and the advantages and disadvantages of each method of production. They will be able to explain the impact suppliers can have on businesses. They will be able to explain the concept of quality and how good quality can lead to higher levels of customer satisfaction, and the benefits this can have to a business.	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.