

Year 11 Business

Curriculum intent	The curriculum has been designed to challenge, inspire and engage all learners offering them an insight into the considerations and decision that need to be made when running your own business. They will look at the impacts of these decision and make justified recommendations about what they believe a business should do in a particular situation. The students look at all the different functional areas of a business and will learn how each of these areas must work together to make a successful business. Students will use real life case studies on a range of businesses from small sole traders to large multinationals, that will be used to support their learning and which will allow them to apply their learning to the real world.					
Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Knowledge	<p>Topic 1.4 Making the business effective: Learners will explore different types of business ownership, the importance of location, elements of the marketing mix and the purpose and key features of a business plan.</p> <p>Topic 1.5 Understanding external influences on a business: Learners will explore the impacts stakeholders, technology, legislation and the economy can have upon a business.</p>	<p>Topic 2.1 Growing the business Understanding external influences on business: Learners will re-cap some of the external influences that impact business. Growing the business: Learners will explore factors that impact internal and external business growth</p> <p>Topic 2.2 Making marketing decisions Learners will explore business strategies linked to the marketing mix. Making operational decisions: Learners will explore the issues associated with managing stock and quality, procurement and the sales process.</p>	<p>Topic 2.3 Making operational decisions Meeting customer needs through the design, supply, quality and sales decisions a business makes.</p> <p>Topic 2.4 Making financial decisions Making financial decisions: Learners will explore how to carry out specific business calculations and understand how to assess a business's performance.</p>	<p>Topic 2.5 Making human resource decisions: Learners will explore the how businesses motivate staff, organisational structures, effective recruitment and different ways of working.</p>		
Skills	Define, State, Recall, Explain, Discuss	Define, State, Recall, Explain, Discuss	Define, State, Recall, Explain, Discuss, Analyse,	Define, State, Recall, Explain, Discuss, Analyse, Justify		
Assessments	Written Assessment based on Past Papers	Written Assessment based on Past Papers	Written Assessment based on Past Papers	Written Assessment based on Past Papers		
Enrichment	Morrisons Industry link	Morrisons Industry link	ASFC workshop	Budget & party planning for prom		

