

# Business Studies Year 11 Long Term Plan

**Rationale (with end points):** The sequencing is logical and follows the Edexcel guidance and specification. We commence with 1.1 and complete taught input with 2.5. There is introduction of Business terminology introduced throughout the course and a build-up of skills, and proficiency, including analysing, evaluating, and vocabulary which come together to ensure the theoretical concepts are applied in final assessment/ exam environments.

Term	Topic	Knowledge	Skills	Reading /wider reading
Autumn term 1	Topic 2.2 Making marketing decisions	Topic 2.2: <ul style="list-style-type: none"> <li>▪ The design mix</li> <li>▪ The product life cycle</li> <li>▪ The importance to a business of differentiating a product/ service</li> <li>▪ Price</li> <li>▪ Promotion</li> <li>▪ Place</li> <li>▪ How each element of the marketing mix can influence other elements</li> <li>▪ Using the marketing mix to build competitive advantage</li> <li>▪ How an integrated marketing mix can influence competitive advantage</li> </ul>	Knowledge Retention Extended Writing  Exam skills where pupils will learn how to; <ol style="list-style-type: none"> <li>1. Answer 3 mark 'explain' questions</li> <li>2. Answer 6 mark 'discuss' questions</li> <li>3. Answer 2 mark 'outline' questions</li> <li>4. Answer 6 mark 'analyse' questions</li> <li>5. Answer 9 mark 'justify' questions</li> <li>6. Answer 12 mark 'evaluate' questions</li> </ol> How to use and apply case studies to questions Relate contextual knowledge from wider reading	How 5 Massive Companies Changed Using Market Research  <a href="https://www.google.com/url?q=https://www.surveypolice.com/blog/how-5-massive-companies-changed-using-market-research/&amp;sa=D&amp;source=editors&amp;ust=1658232187422400&amp;usg=AOvVaw1jVNU1yeRmdqjHOFn5P6bN">https://www.google.com/url?q=https://www.surveypolice.com/blog/how-5-massive-companies-changed-using-market-research/&amp;sa=D&amp;source=editors&amp;ust=1658232187422400&amp;usg=AOvVaw1jVNU1yeRmdqjHOFn5P6bN</a>

<p><b>Autumn 2</b></p>	<p>Topic 2.3 Making operational decisions</p>	<p>Topic 2.3: The purpose of business operations Production processes Impacts of technology on production Managing stock The role of procurement The concept of quality and its importance The sales process The importance to businesses of providing good customer service</p>	<p>Knowledge Retention Extended Writing</p> <p>Exam skills where pupils will learn how to;</p> <ol style="list-style-type: none"> <li>1. Answer 3 mark 'explain' questions</li> <li>2. Answer 6 mark 'discuss' questions</li> <li>3. Answer 2 mark 'outline' questions</li> <li>4. Answer 6 mark 'analyse' questions</li> <li>5. Answer 9 mark 'justify' questions</li> <li>6. Answer 12 mark 'evaluate' questions</li> </ol> <p>How to use and apply case studies to questions Relate contextual knowledge from wider reading</p>	<p>5 Types of Market Segmentation with Examples</p> <p><a href="https://www.google.com/url?q=https://avada.io/resources/market-segmentation-examples.html%3D%3DBesides%252C%2520Coca%2520Cola%2520is%2520considered%2520for%2520busy%2520people%2520in%2520offices&amp;sa=D&amp;source=editors&amp;ust=1658232187421840&amp;usg=AOvVaw2rxOWU5AH4yXZewmCgwj_">https://www.google.com/url?q=https://avada.io/resources/market-segmentation-examples.html%3D%3DBesides%252C%2520Coca%2520Cola%2520is%2520considered%2520for%2520busy%2520people%2520in%2520offices&amp;sa=D&amp;source=editors&amp;ust=1658232187421840&amp;usg=AOvVaw2rxOWU5AH4yXZewmCgwj_</a></p>
<p><b>Spring 1</b></p>	<p>Topic 2.4 Making financial decisions</p> <p>Topic 2.5 Making human resource decisions</p>	<p>Topic 2.4: The use and interpretation of quantitative business data to support, inform and justify business decisions The use and limitations of financial information</p> <p>Topic 2.5: Different organisational structures and when each are appropriate The importance of effective communication Different ways of working Different job roles and responsibilities</p>	<p>Knowledge Retention Extended Writing</p> <p>Quantitative Skills: The concept and calculation of:</p> <ul style="list-style-type: none"> <li>• gross profit</li> <li>• net profit</li> </ul> <p>Calculation and interpretation of:</p> <ul style="list-style-type: none"> <li>• gross profit margin</li> <li>• net profit margin</li> <li>• average rate of return.</li> </ul> <p>Exam skills where pupils will learn how to;</p> <ol style="list-style-type: none"> <li>1. Answer 3 mark 'explain' questions</li> <li>2. Answer 6 mark 'discuss' questions</li> </ol>	<p>Supply Chain Issues</p> <p><a href="https://www.google.com/url?q=https://www.reuters.com/world/uk/uk-gas-stations-are-running-dry-english-cities-retailers-association-says-2021-09-27/&amp;sa=D&amp;source=editors&amp;ust=1658232187421052&amp;usg=AOvVaw2E0Wb9F4QSWDizFsWg8ioG">https://www.google.com/url?q=https://www.reuters.com/world/uk/uk-gas-stations-are-running-dry-english-cities-retailers-association-says-2021-09-27/&amp;sa=D&amp;source=editors&amp;ust=1658232187421052&amp;usg=AOvVaw2E0Wb9F4QSWDizFsWg8ioG</a></p>

		<p>How businesses recruit people          How businesses train and develop employees          Why businesses train and develop employees          The importance of motivation in the workplace          How businesses motivate employees</p>	<p>3. Answer 2 mark 'outline' questions          4. Answer 6 mark 'analyse' questions          5. Answer 9 mark 'justify' questions          6. Answer 12 mark 'evaluate' questions</p> <p>How to use and apply case studies to questions          Relate contextual knowledge from wider reading</p>	
<p><b>Spring 2</b></p>	<p>Theme 1 &amp; 2          Reteach</p>	<ul style="list-style-type: none"> <li>▪ Topic 1.1</li> <li>▪ Topic 1.2</li> <li>▪ Topic 1.3</li> <li>▪ Topic 1.4</li> <li>▪ Topic 1.5</li> <li>▪ Topic 2.1</li> <li>▪ Topic 2.2</li> <li>▪ Topic 2.3</li> <li>▪ Topic 2.4</li> <li>▪ Topic 2.5</li> </ul>	<p>Knowledge Retention          Extended Writing</p> <p>Quantitative Skills:          The concept and calculation of:</p> <ul style="list-style-type: none"> <li>● gross profit</li> <li>● net profit</li> </ul> <p>Calculation and interpretation of:</p> <ul style="list-style-type: none"> <li>● gross profit margin</li> <li>● net profit margin</li> <li>● average rate of return.</li> </ul> <p>Exam skills where pupils will learn how to;</p> <p>1. Answer 3 mark 'explain' questions          2. Answer 6 mark 'discuss' questions          3. Answer 2 mark 'outline' questions          4. Answer 6 mark 'analyse' questions          5. Answer 9 mark 'justify' questions          6. Answer 12 mark 'evaluate' questions</p> <p>How to use and apply case studies to questions</p>	



			Relate contextual knowledge from wider reading	
Summer 1	EXAMINATION SEASON			
Summer 2	EXAMINATION SEASON			