

# Curriculum Scheme

## Business Studies



*Believe, Succeed, Together*

## Curriculum Scheme

The fundamental aim of a curriculum scheme is to coherently plan and sequence the cumulative acquisition of subject content to facilitate retention, recall and application.

## CREATE Curriculum

Curriculum schemes are underpinned by the CREATE Curriculum which brings together the key interrelated aspects of curriculum structure, design and delivery into a single coherent entity.

CREATE Element	Description
Challenge	Stretch and extend learning to foster a deeper understanding beyond the content of the National Curriculum and GCSE specifications.
Regulate	Plan, monitor and evaluate specific aspects of learning to foster greater responsibility and independence – DRAFT.
Enhance	Consolidate and develop transferable literacy and numeracy skills.
Adapt and Assess	Adapt teaching to take account of different pupils' needs and provide an opportunity for all pupils to achieve. Undertake regular in-class assessment to monitor strengths and highlight specific areas of improvement.
Target	Consolidate identified strengths and develop and overcome areas of improvement.
Enrich	Enhance physical and emotional wellbeing; develop social, spiritual, moral and cultural capital; and provide opportunities and experiences to successfully transition to the next stage from secondary education.

## Curriculum Allocation

Year Group	7	8	9	10	11
Number of Lessons	1	1	1	3	3

## Curriculum Intent

Business Studies is not a National Curriculum foundation subject but is taught at Key Stage 3.

### Key Stage 3

Learning Intentions
<ul style="list-style-type: none"><li>• Explore the key concepts of business, particularly through the lens of an entrepreneur.</li><li>• Develop pupils' ability to think creatively, critically and commercially when given certain business scenarios.</li><li>• Develop pupils' ability to make business decisions and develop business acumen.</li><li>• Enhance and develop employability skills such as working in a team, problem solving and communicating effectively.</li></ul>

### Key Stage 4

Business Studies is a GCSE option subject - [Edexcel GCSE Business \(1BS0\)](#)

Learning Intentions
<ul style="list-style-type: none"><li>• Know and understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society.</li><li>• Apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts.</li><li>• Develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen and draw on evidence to make informed business decisions and solve business problems.</li><li>• Develop as effective and independent pupils, and as critical and reflective thinkers with enquiring minds.</li><li>• Use an enquiring, critical approach to make informed judgements.</li><li>• Investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth of understanding of business.</li><li>• Develop and apply quantitative skills relevant to business, including using and interpreting data.</li></ul>

## Curriculum Assessment

### Key Stage 3 Indicative Competencies

	<b>Identify and Recall</b>	<b>Explain and Propose/Create</b>	<b>Apply</b>	<b>Assess, Evaluate and Justify</b>
8+	Recall key Business terms with extensive understanding	Evaluates business ideas supported by extensive research	Evaluates business idea with extensive links to business scenario	Justifies solutions to problems by making judgements and validity of ideas
7	Recall key Business terms with detailed understanding	Examines business ideas supported by detailed research	Examines business ideas supported by detailed links to business scenario	Proposing solutions to problems by applying acquired knowledge, facts and techniques
6	Recall key Business terms with developed understanding	Examines business ideas supported by developed research	Examines business ideas supported by developed links to business scenario	Solving problems by applying acquired knowledge, facts and techniques
5	Recall key Business terms with clear understanding	Explains business ideas supported by clear research	Explains business ideas supported by clear links to business scenario	Explains problems by applying acquired knowledge, facts and techniques
4	Recall key Business terms with some understanding	Explains business ideas supported by some research	Explains business ideas supported by some links to business scenario	Explains a problem with business idea
3	Recall key Business terms with basic understanding	Identify business ideas supported by basic research	Identify business ideas supported by basic links to business scenario	Identifies a problem with business idea
2	Recall key Business terms with definitions	Ranks suitable business ideas	Ranks suitable business ideas with links to generic business	Ranks problems with business idea
1	Recall key Business terms	List business ideas	Lists ideas with minimal links to generic business	Lists problems with business idea

### Key Stage 4 GCSE Scheme of Assessment

[Edexcel GCSE Business Studies Scheme of Assessment](#)

## Curriculum Overview

### Key Stage 3

Year Group	Autumn Term	Spring Term	Summer Term
7	<p><b><i>Based on creating a chocolate bar with healthy USP</i></b></p> <p>Product Life Cycle Market Research - Secondary Creative Thinking Market Research - Primary Product Differentiation and USP Branding, Company Name and Logo Plan the bar Packaging Character mascot E-Commerce Seasonal Theme</p>	<p><b><i>Based on creating a chocolate bar with healthy USP</i></b></p> <p>Location Pricing Strategies Customers/Market Segmentation Launch event TV advertising Social Media advertising Sponsorship Sales Promotion Point of Sale display</p>	<p><b><i>Based on creating a chocolate bar with healthy USP</i></b></p> <p>Sales Process Extension Strategy Business Growth Ethical Business – environment Ethical Business – suppliers and workers Business Presentations</p>
8	<p><b><i>Based on designing a Theme Park</i></b></p> <p>Branding, Company Name and Logo Market Research – Primary Market Research – Secondary Product Differentiation and USP SWOT Analysis Location Sources of Finance Cost of running a theme park Pricing Strategy</p>	<p><b><i>Based on designing a Theme Park</i></b></p> <p>Recruitment documents Recruitment and Interviewing Motivation Team Building Customer Service Designing a signature ride Designing map of Theme Park layout TV advertising</p>	<p><b><i>Based on designing a Theme Park</i></b></p> <p>Radio Advert Newspaper Advert Sales Promotion Website design PR and Launch plan International Business (culture) International Business (adapting 4Ps0) Business Presentations</p>

9	<p><b><i>Based on designing a new smoothie drink</i></b></p> <p>New ideas  Marketing Mapping  Competitive Market SWOT  Customer Needs and market segmentation  Market Research – Questionnaire  Market Research – Displaying data (graphs)  Market Research Analysis  Adding Value  Product: Design Mix  Product: Branding and Logo  Product: Packaging  Imports and Exports</p>	<p><b><i>Based on designing a new smoothie drink</i></b></p> <p>Aims and Objectives  Place: Retailer  Promotion: TV  Promotion: Social Media  Promotion: Product Trial  Impact of Technology  Stakeholders: Pressure Groups  Stakeholders: Employees and legislation</p>	<p><b><i>Based on designing a new smoothie drink</i></b></p> <p>Stakeholders: employees and motivation  Product lifecycle extension strategy  International Business and the marketing mix  Ethics and the environment  Ethics and suppliers  Production Methods  Managing Quality  Business presentations</p>
---	--	--	--

**Key Stage 4**

Year Group	Autumn Term	Spring Term	Summer Term
10	<p><b>Topic 1.1 Enterprise and entrepreneurship</b>                      The dynamic nature of business                      Risk and reward                      The role of business enterprise</p> <p><b>Topic 1.2 Spotting a business opportunity</b>                      Customer needs                      Market research                      Market segmentation                      The competitive environment</p> <p><b>Topic 1.3 Putting a business idea into practice</b>                      Business aims and objectives                      Business revenues, costs and profits                      Cash and cash-flow                      Sources of business finance</p>	<p><b>Topic 1.4 Making the business effective</b>                      The options for start-up and small businesses                      Business location                      The marketing mix                      Business plans</p> <p><b>Topic 1.5 Understanding external influences on business</b>                      Business stakeholders                      Technology and business                      Legislation and business                      The economy and business                      External influences</p> <p><b>Mock exam preparation</b></p>	<p><b>Topic 2.1. Growing the Business</b>                      Business growth                      Changes in business aims and objectives                      Business and globalisation                      Ethics, the environment and business</p> <p><b>Topic 2.2. Making Marketing Decisions</b>                      Product                      Price                      Place                      Promotion                      Using the marketing mix to make business decisions</p> <p><b>Topic 2.3. Making Operational Decisions</b>                      Business operations                      Working with suppliers                      Managing quality                      The sales process</p>

<p>11</p>	<p><b>Topic 2.4. Making Financial Decisions</b> Business calculations Understanding business performance</p> <p><b>Topic 2.5. Making Human Resource Decisions</b> Organisational structures Effective recruitment Effective training and Development Motivation</p> <p><b>Mock Exam preparation</b></p> <p><b><u>RECAP AND REVISION THEME 1:</u></b></p> <p><b>Topic 1.1 Enterprise and entrepreneurship</b> The dynamic nature of business Risk and reward The role of business enterprise</p> <p><b>Topic 1.2 Spotting a business opportunity</b> Customer needs Market research Market segmentation The competitive environment</p> <p><b>Topic 1.3 Putting a business idea into practice</b> Business aims and objectives Business revenues, costs and profits Cash and cash-flow Sources of business finance</p>	<p><b><u>RECAP AND REVISION THEME 1:</u></b></p> <p><b>Topic 1.4 Making the business effective</b> The options for start-up and small businesses Business location The marketing mix Business plans</p> <p><b>Topic 1.5 Understanding external influences on business</b> Business stakeholders Technology and business Legislation and business The economy and business External influences</p> <p><b><u>RECAP AND REVISION THEME 2:</u></b></p> <p><b>Topic 2.1. Growing the Business</b> Business growth Changes in business aims and objectives Business and globalisation Ethics, the environment and business</p> <p><b>Topic 2.2. Making Marketing Decisions</b> Product Price Place Promotion Using the marketing mix to make business decisions</p>	<p><b><u>RECAP AND REVISION THEME 2:</u></b></p> <p><b>Topic 2.3. Making Operational Decisions</b> Business operations Working with suppliers Managing quality The sales process</p> <p><b>Topic 2.4. Making Financial Decisions</b> Business calculations Understanding business performance</p> <p><b>Topic 2.5. Making Human Resource Decisions</b> Organisational structures Effective recruitment Effective training and Development Motivation</p> <p>Past Exam paper questions Theme 1 and Theme 2</p>
-----------	---	---	---



## Curriculum Content

<u>KS3</u>	<u>KS4</u>
<a href="#">Year 7</a>	<a href="#">Year 10</a>
<a href="#">Year 8</a>	<a href="#">Year 11</a>
<a href="#">Year 9</a>	

### Year 7 Chocolate Bar Project

Topic	Spotting a Business Opportunity	C	R	E	A	T	E
<b>NC Learning Intention</b>	Develop pupils' ability to think creatively, critically and commercially when given certain business scenarios						
<b>Lesson Learning Intentions</b>	<ol style="list-style-type: none"> <li>Product Lifecycle <ul style="list-style-type: none"> <li>Identify stages in product lifecycle and understand business decisions at each stage.</li> <li>Understand why new business ideas come about</li> </ul> </li> <li>Creative Thinking, differentiation and planning <ul style="list-style-type: none"> <li>Understand the role of deliberate creativity in business</li> <li>Think creatively when developing and designing potential ideas for a new chocolate bar</li> <li>Identify potential unique selling points for the new chocolate bar</li> </ul> </li> <li>Market Research <ul style="list-style-type: none"> <li>Explore the role of market research on business decision making</li> <li>Design a questionnaire to explore feedback from potential customers</li> <li>Investigate and analyse potential competitors and customers</li> <li>Interpret data and make informed judgements</li> </ul> </li> <li>Branding, Packaging, Character design and E-Commerce <ul style="list-style-type: none"> <li>Think commercially and creatively to develop a logo and company name</li> <li>Understand the role of characters in branding</li> <li>Develop an e-commerce website which builds in the branding designed</li> </ul> </li> </ol>				✓	✓	✓
<b>Lesson Tasks</b>	<ul style="list-style-type: none"> <li>Low stakes knowledge retrieval exercise (LSKRE) to advise or inform adaptive teaching.</li> <li>Discuss the nature of a business starting up</li> <li>Identify the different types of market research and the role in business</li> </ul>				✓		

	<ul style="list-style-type: none"> <li>Carry out comprehensive market research and analyse the result</li> <li>Creatively consider and develop the chocolate bar and developing the brand</li> </ul>						
<b>Resources</b>	<a href="#">Lesson PowerPoint Link</a> <a href="#">Public Drive Link:</a> L3 Creative Thinking worksheet, L4 Questionnaire template, L6 USP PPT, L7 Logo design		✓		✓		✓
<b>DRAFT</b>	<p><b>Creative Thinking:</b> Reflect on initial creative thinking for chocolate bar design and impact on business decision making</p> <p><b>Primary Research Analyse:</b> Reflect on primary research findings and how this will impact on business decision making</p> <p><b>Packaging design:</b> Reflect on the design of the packaging for the new chocolate and how this will impact on business decision making</p>		✓				
<b>Literacy</b>	<p><b>Tier 3 vocabulary:</b> Product Lifecycle, Primary Research, Secondary Research, Competitor, Thinking Hats, Deliberate creativity, Primary Research, Questionnaire, Differentiation, Unique Selling Point, Target Audience, The design mix, Function, Aesthetics, Cost, Character, Concept, E-commerce</p> <p><b>Tier 2 vocabulary:</b> analyse, concept, data, participate, accurate, investigate, identify, evaluate, influence, advantage, benefit, communicate. adapt, bias</p>			✓			
<b>Numeracy</b>	Identify percentage of respondents for Primary Research			✓			
<b>Challenge</b>	Investigate the impact of using market research on business decisions. Considering the impact on the sample size used, reliability of data, use of closed vs open ended questions.	✓					✓

Topic	Making Marketing Decisions	C	R	E	A	T	E
<b>NC Learning Intention</b>	Explore the key concepts of business, particularly through the lens of an entrepreneur						
<b>Lesson Learning Intentions</b>	<ol style="list-style-type: none"> <li>1. Location <ul style="list-style-type: none"> <li>• Understand the considerations and impact when identifying a suitable location</li> </ul> </li> <li>2. Finance <ul style="list-style-type: none"> <li>• Develop an understanding on the different options when setting a price</li> <li>• Think commercially when identifying a suitable pricing strategy for the new chocolate bar</li> </ul> </li> <li>3. Market Segmentation <ul style="list-style-type: none"> <li>• Investigate methods used by businesses to identify target audiences</li> <li>• Identify potential customer groups for the new chocolate bar</li> </ul> </li> <li>4. Marketing: Launch Party, TV Advertising, Social Media, Sponsorship, Sales Promotion, Point of Sale Display <ul style="list-style-type: none"> <li>• Understand methods and impact when developing an effective marketing strategy</li> <li>• Creatively design a successful marketing campaign for the new chocolate bar including launch event, TV, Social, Sponsorship, Sales Promotion and POS</li> </ul> </li> </ol>				✓	✓	✓
<b>Lesson Tasks</b>	<ul style="list-style-type: none"> <li>• Low stakes knowledge retrieval exercise (LSKRE) to advise or inform adaptive teaching.</li> <li>• Discuss the implications of location, in particular costs and how this will link to price</li> <li>• Identify how businesses group together customers with similar characteristics and how this will impact their chocolate bar</li> <li>• Creatively design and develop a strong marketing campaign using a variety of mediums for the new chocolate bar</li> </ul>				✓		
<b>Resources</b>	<a href="#">Lesson PowerPoint Link</a> <a href="#">Public Drive Link:</a> L15 Location, L16 Price, L17 Customer Poster, L18 Launch Party, L19 TV Advertising, L20 Social Media, L21 Sponsorship, L22 Sales Promotion, L23 Point of Sales Display		✓		✓		✓
<b>DRAFT</b>	<b>Location:</b> Reflect on the decisions for the location chosen for manufacturing and selling the chocolate bar <b>Sponsorship:</b> Reflect on the choice of sponsorship and the impact on the business		✓				
<b>Literacy</b>	<b>Tier 3 vocabulary:</b> Location, Manufacturing, Raw Materials/Suppliers, E-Commerce, Shrinkflation, Pricing strategies, High Volume, High Margin, Market Segmentation, Public Relations, Launch event, TV Advertising, Social Media, Sponsorship, Sales Promotion, Discount Voucher, Competitions, Loyalty Card, BOGOF, Point of Sales Display			✓			

	<b>Tier 2 vocabulary:</b> strategy, technique, integrate, investigate, assess, evaluate, emphasis alternative, identify, concept, generate,						
<b>Numeracy</b>	Use research and critical thinking to determine a suitable price, taking into account potential costs.			✓			
<b>Challenge</b>	Investigate the impact of a successful marketing campaign when launching a new product. Considering mass marketing, target audience and suitable mediums for the market segment.	✓					✓

Topic	Growing the Business	C	R	E	A	T	E
NC Learning Intention	Develop pupils' ability to make business decisions and develop business acumen as the business develops.						
Lesson Learning Intentions	<ol style="list-style-type: none"> <li>1. Sales Process <ul style="list-style-type: none"> <li>• Understand the stages required to increase sales of the chocolate</li> </ul> </li> <li>2. Business growth and extension <ul style="list-style-type: none"> <li>• Develop understanding of the role of the Product Lifecycle and how a business can target new markets</li> <li>• Investigate and make informed judgements of new markets for the Chocolate bar to target</li> </ul> </li> <li>3. Ethical Business <ul style="list-style-type: none"> <li>• Understand the impact of the business on the environment and critical investigate how business can reduce environmental impacts</li> <li>• To make informed judgements about ethical decisions making with suppliers and employees for the chocolate bar</li> </ul> </li> <li>4. Business presentation <ul style="list-style-type: none"> <li>• Create a coherent presentation which explores the concepts developed over the Year 7 business course.</li> <li>• Create a presentation which explains business decisions made and communicate effectively the judgements made for the new chocolate bar.</li> </ul> </li> </ol>				✓	✓	✓
Lesson Tasks	<ul style="list-style-type: none"> <li>• Low stakes knowledge retrieval exercise (LSKRE) to advise or inform adaptive teaching.</li> <li>• Discuss the implications of business activity on the environment and ethical decision making</li> <li>• Identify how a business grow a business and the impact on decision making</li> <li>• Creatively design and develop a presentation to explore the key concepts in business</li> </ul>				✓		
Resources	<a href="#">Lesson PowerPoint Link</a> <a href="#">Public Drive Link:</a> L26 Sales Process, L27 Extension strategy, L28 Business Growth, L29 Ethical Business environment, L30 Ethical Business workers, L33 Final Presentation Template and Presentation Planning sheet		✓		✓		✓
DRAFT	<p><b>Business Growth:</b> Reflect on judgement made for the new and international market for the chocolate bar.</p> <p><b>Final Presentation:</b> Reflect on your presentation and your chocolate bar pitch.</p>		✓				
Literacy	<b>Tier 3 vocabulary:</b> Product knowledge/customer interest, Speed and efficiency of service, Customer engagement, Post sales service, Customer loyalty, Product life cycle, Extension			✓			

	strategies, Differentiation, Rebranding , New markets, Business growth, New markets, Export, Environment, Sustainability, Workers' rights, Health and safety <b>Tier 2 vocabulary:</b> assess, discriminate, respond, maximise, strategy, investigate, advantage, balanced, benefits, concept, option, evidence, implement, justify, expand, factor,						
<b>Numeracy</b>	Trade-off between cost of being ethical and the impact on profit.			✓			
<b>Challenge</b>	Investigate the trade-off from ethical business behaviour and profit. Research the conflicts which may arise between stakeholders and the business, considering profit and impact of negative media.	✓					✓

## Year 8 Theme Park Project

Topic	Spotting a Business Opportunity	C	R	E	A	T	E
<b>NC Learning Intention</b>	Develop pupils' ability to think creatively, critically and commercially when given certain business scenarios						
<b>Lesson Learning Intentions</b>	<ol style="list-style-type: none"> <li>1. Market Research <ul style="list-style-type: none"> <li>• Explore the role of market research on business decision making</li> <li>• Design a questionnaire to explore feedback from potential customers</li> <li>• Investigate and analyse potential competitors and customers</li> <li>• Interpret data and make informed judgements</li> <li>• Identify a gap in the market for a new theme park</li> </ul> </li> <li>2. Product differentiation, USP and branding <ul style="list-style-type: none"> <li>• Identify potential unique selling points for a new theme park</li> <li>• Think commercially and creatively to develop a logo and company name</li> <li>• Understand the role of characters in branding</li> <li>• Develop a seasonal adaptation to the theme park to enhance branding</li> </ul> </li> <li>3. Financial considerations (Cost, Pricing Strategy) <ul style="list-style-type: none"> <li>• Identify suitable sources of finance to start up the theme park</li> <li>• Understand different business costs and the impact of on starting up a new theme park</li> <li>• Examine the pricing strategies and develop a suitable ticket price and design</li> </ul> </li> <li>4. Business performance (SWOT, Location) <ul style="list-style-type: none"> <li>• Examine the strengths, weaknesses, opportunities and threats of the theme park</li> <li>• Make informed decisions regarding location and the impact on business development</li> </ul> </li> </ol>				✓	✓	✓
<b>Lesson Tasks</b>	<ul style="list-style-type: none"> <li>• Low stakes knowledge retrieval exercise (LSKRE) to advise or inform adaptive teaching.</li> <li>• Discuss the nature of a business starting up</li> <li>• Identify the different types of market research and the role in business</li> <li>• Carry out comprehensive market research and analyse the result</li> <li>• Creatively consider elements to start up a theme park, the impact of branding and financial implications of decisions</li> </ul>				✓		
<b>Resources</b>	<a href="#">Lesson PowerPoint Link</a>		✓		✓		✓

	<a href="#">Public Drive Link</a> : L2 Logo designs, L3 Questionnaire template, L7 SWOT Template, L8 Location, L9 Finances Helpsheets, L10 Cost Spreadsheet, L11 Ticket design, L12 Seasonal theming template						
<b>DRAFT</b>	<p><b>Primary Research Analysis:</b> Reflect on primary research findings and how this will impact on business decision making</p> <p><b>Branding:</b> Reflect on the design of the logo and company name and the role in marketing the new theme park</p> <p><b>Price and ticket design:</b> Reflect on the pricing strategy chosen and how this will impact finances.</p>	✓					
<b>Literacy</b>	<p><b>Tier 3 vocabulary:</b> Logo, Branding, Primary Research, Secondary Research, Competitor, Differentiation, Unique Selling Point, Target Audience, SWOT Analysis, Strengths, Weaknesses, Opportunities, Threats, Infrastructure, Share Capital, Personal Savings, Venture Capitalise, Loans, Mortgages, Retained Profit, Overdrafts, Trade Credit, Start-up costs, Running costs, Pricing Strategy, Cost-plus, Market-driven, Customer-driven, High Volume, High Margin</p> <p><b>Tier 2 vocabulary:</b> analyse, construct, concept, data, participate, accurate, investigate, identify, evaluate, revenue, impact, bias, justify, examine, appropriate, implement,</p>		✓				
<b>Numeracy</b>	<p>Identify percentage of respondents for Primary Research</p> <p>Identify potential cost to start up the theme park</p> <p>Determine a potential price following understanding of potential costs</p>		✓				
<b>Challenge</b>	Investigate the impact on pricing for a theme park. Considering increases in costs, the impact on the peak and off-peak seasons.	✓					✓



Topic	Making Human Resource Decisions	C	R	E	A	T	E
NC Learning Intention	Investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth of understanding of business						
Lesson Learning Intentions	<ol style="list-style-type: none"> <li>1. Recruitment <ul style="list-style-type: none"> <li>• Explore the role of the Human Resources Department and the stages in the recruitment process</li> <li>• Investigate the documentation used in recruitment and design job descriptions, person specifications and a job advert for the theme park</li> <li>• Understand the importance of the interview process and the role of body language</li> </ul> </li> <li>2. Staff development and retention <ul style="list-style-type: none"> <li>• Analyse the impact of motivation on the business and develop team building with new staff</li> <li>• Explore the role of customer services at a theme park and how to develop staff</li> </ul> </li> <li>3. Operations of the theme park – ride design and map <ul style="list-style-type: none"> <li>• Analyse the operations of a theme park, including the role of key rides</li> <li>• Think creatively when designing a signature ride for the theme park</li> <li>• Develop a theme park map which reflects on the operations of the park to maximise revenue</li> </ul> </li> <li>4. TV Marketing decisions <ul style="list-style-type: none"> <li>• Investigate the role of TV advertising</li> <li>• Think commercially and creatively to develop a TV advertising campaign</li> <li>• Make informed judgements regarding</li> </ul> </li> </ol>				✓	✓	✓
Lesson Tasks	<ul style="list-style-type: none"> <li>• Low stakes knowledge retrieval exercise (LSKRE) to advise or inform adaptive teaching.</li> <li>• Discuss the role of the recruitment and selection process for a theme park</li> <li>• Identify and create recruitment documents used in the recruitment process</li> <li>• Develop motivation and training opportunities for employees</li> <li>• Investigate the role of TV advertising for a marketing strategy and develop suitable TV advertising for the theme park</li> </ul>				✓		
Resources	<a href="#">Lesson PowerPoint Link</a> <a href="#">Public Drive Link:</a> L15 Job Advert, L16 Body Language, L17 Motivation poster, L18 lost at sea, L18 Shapes, L19 Customer Service Storyboard, L20 Signature Ride, L21 Theme park map, L22 Blipvert template, L23 TV Advert storyboard		✓		✓		✓

<b>DRAFT</b>	<p><b>Interview documents:</b> Reflect on the questions for interviewing, body language and the impact these have on identifying the most suitable person for the role</p> <p><b>Signature ride:</b> Reflect on the development of the signature ride and the influence this will have on customer numbers</p>		✓				
<b>Literacy</b>	<p><b>Tier 3 vocabulary:</b> Human Resources Job Description, Person Specification, Body language, Motivation, Financial motivation, Non-financial motivation, Team Building roles, Customer Service, Signature ride, AIDA (Attention, Interest, Desire, Action)</p> <p><b>Tier 2 vocabulary:</b> strategy, technique, integrate, investigate, assess, evaluate, emphasis, appropriate, guidelines, arrange, conduct, features, implement, collage, compare, interpret, justify</p>			✓			
<b>Numeracy</b>	<p>Identify percentage of respondents for Primary Research</p> <p>Identify potential cost to start up the theme park</p> <p>Determine a potential price following understanding of potential costs</p>			✓			
<b>Challenge</b>	Investigate the importance of staff retention. Consider the cost implications of motivation, productivity and the trade-off with profit.	✓					✓

Topic	Making Marketing Decisions	C	R	E	A	T	E
NC Learning Intention	Develop pupils' ability to make business decisions and develop business acumen as the business develops.						
Lesson Learning Intentions	<ol style="list-style-type: none"> <li>Marketing campaign (Radio, Newspaper, Sales Promotion, Ecommerce, PR Launch) <ul style="list-style-type: none"> <li>Think critically and commercially about the role of a successful marketing campaign</li> <li>Think creatively when developing a successful marketing campaign across several different media platforms</li> </ul> </li> <li>Business growth and extension <ul style="list-style-type: none"> <li>Develop understanding of the impact on culture when expanding internationally</li> <li>Identify adaptations to the marketing mix of the theme park</li> <li>Investigate and make informed judgements of new markets for the new theme park</li> </ul> </li> <li>Business presentation <ul style="list-style-type: none"> <li>Create a coherent presentation which explores the concepts developed over the Year 8 business course</li> <li>Create a presentation which explains business decisions made and communicate effectively the judgements made for the new theme park</li> </ul> </li> </ol>				✓	✓	✓
Lesson Tasks	<ul style="list-style-type: none"> <li>Low stakes knowledge retrieval exercise (LSKRE) to advise or inform adaptive teaching.</li> <li>Identify suitable new markets internationally and adaptations to the marketing mix.</li> <li>Discuss the implications of business activity on international markets.</li> <li>Identify how a business grow a business and the impact on decision making.</li> <li>Creatively design and develop a presentation to explore the key concepts in business</li> </ul>				✓		
Resources	<a href="#">Lesson PowerPoint Link</a> <a href="#">Public Drive Link:</a> L26 Radio advert, L27 Newspaper advert, L28 Sales Promotion, L29 Website design, L30 PR Launch Party template, L31 Culture, L32 Adapting the 4Ps, L33 Final PowerPoint template, Presentation planning sheet		✓		✓		✓
DRAFT	<p><b>Newspaper advertisement:</b> Reflect on design for appropriate newspaper and impact in increasing awareness of the new theme park.</p> <p><b>Business Growth:</b> Reflect on judgement made for the new and international market for the theme park.</p> <p><b>Final Presentation:</b> Reflect on your presentation and your theme park pitch.</p>		✓				
Literacy	<b>Tier 3 vocabulary:</b> Radio Advertising, AIDA, Sales promotion, Website, ecommerce, The Marketing Mix, Public relations, Product, price, Place, Promotion			✓			

	<b>Tier 2 vocabulary:</b> assess, discriminate, respond, maximise, strategy, investigate, promote, communicate, facilitate, advantage, appropriate, guidelines, balanced, benefits, illustrates, features, advertising, formal, interact, justify, professional, promote, relevant,						
<b>Numeracy</b>	Identify cost implications of the different mediums for the marketing campaign			✓			
<b>Challenge</b>	Investigate the importance of targeting new markets. Consider the cost implication, impact on culture and adapting the marketing mix.	✓					✓

## Year 9 Smoothie Drink Project

Topic	Spotting a Business Opportunity	C	R	E	A	T	E
<b>NC Learning Intention</b>	Develop pupils' ability to think creatively, critically and commercially when given certain business scenarios.						
<b>Lesson Learning Intentions</b>	<ol style="list-style-type: none"> <li>1. New business ideas in a competitive market <ul style="list-style-type: none"> <li>• Understand why new business ideas are needed and how they come about</li> <li>• Investigate the competitive environment through market mapping and identifying a gap in the market</li> <li>• Develop awareness of competitors and the role of SWOT</li> <li>• To identify and understand customer needs, how customers can be segmented and the impact of added value</li> </ul> </li> <li>2. The competitive environment <ul style="list-style-type: none"> <li>• Investigate the competitive environment through market mapping and identifying a gap in the market</li> <li>• Develop awareness of competitors and the role of SWOT</li> </ul> </li> <li>3. Market Research <ul style="list-style-type: none"> <li>• Explore the role of market research on business decision making</li> <li>• Design a questionnaire to explore feedback from potential customers</li> <li>• Investigate and analyse potential competitors and customers</li> <li>• Interpret data and make informed judgements</li> <li>• Identify a gap in the market for a new smoothie drink</li> </ul> </li> <li>4. The Marketing Mix: Product <ul style="list-style-type: none"> <li>• Identify potential unique selling points for a new drink</li> <li>• Think commercially and creatively to develop a logo and company name</li> <li>• Understand the importance of packaging in both protective and design elements</li> <li>• Develop awareness in the role of imports and exports for the product</li> </ul> </li> </ol>				✓	✓	✓
<b>Lesson Tasks</b>	<ul style="list-style-type: none"> <li>• Low stakes knowledge retrieval exercise (LSKRE) to advise or inform adaptive teaching.</li> <li>• Discuss the nature of a business starting up</li> <li>• Identify the different types of market research and the role in business</li> </ul>				✓		

	<ul style="list-style-type: none"> <li>Carry out comprehensive market research and analyse the result</li> <li>Creatively consider elements to developing a new drink brand, the impact of branding and financial implications of decisions</li> </ul>						
<b>Resources</b>	<a href="#">Lesson PowerPoint Link</a> <a href="#">Public Drive Link:</a> L3 SWOT, L4 Customer needs and segmentation, L5 Questionnaire template, L6 Graph template, L7 Market Research analysis, L8 Adding Value, L9 Product Design Mix, L10 Product Logo design, L11 Packaging, L12 Import research		✓		✓		✓
<b>DRAFT</b>	<b>Primary Research Analysis:</b> Reflect on primary research findings and how this will impact on business decision making <b>Adding Value:</b> Reflect on the impact of adding value to the product and how this will impact sales <b>Logo Design:</b> Reflect on the design for the new product and the impact on marketing		✓				
<b>Literacy</b>	<b>Tier 3 vocabulary:</b> Gap in the market, New ideas, Adapting original ideas, Obsolete, Consumers, Market Mapping, Competitive market, Competitors, SWOT Analysis, Customer needs, Price, Quality, Choice, Convenience, Market Segmentation, Lifestyle, Income, Demographics, Location, Primary Research, Secondary Research, Adding Value, Design Mix, Function, Aesthetics, Cost, Unique Selling Pint (USP), Differentiation, Logo, Branding, <b>Tier 2 vocabulary:</b> criteria, analyse, context, generate, construct, concept, data, participate, accurate, investigate, identify, evaluate, revenue, impact, bias, justify, examine, appropriate, implement, technique, consult			✓			
<b>Numeracy</b>	Identify percentage of respondents for Primary Research Identify potential competitors in the market and compare market share			✓			
<b>Challenge</b>	Investigate the impact of a competitive environment. Considering strengths of competitors and the impact on decisions of the product design to ensure it can break into the market.	✓					✓

Topic	Making the Business Effective	C	R	E	A	T	E
<b>NC Learning Intention</b>	Investigate the range of factors that impact on the success of the business.						
<b>Lesson Learning Intentions</b>	<ol style="list-style-type: none"> <li>1. Aims and Objectives <ul style="list-style-type: none"> <li>• Understand the importance of aims and objectives in a business</li> <li>• Establish achievable goals for the new smoothie drink</li> </ul> </li> <li>2. The Marketing Mix <ul style="list-style-type: none"> <li>• Explore the retail options for business and suitability based on the business</li> </ul> </li> <li>3. The Marketing Mix: Promotion <ul style="list-style-type: none"> <li>• Understand the different methods to inform and persuade potential customers</li> <li>• Develop a successful marketing campaign fit purpose and adapted for TV and social media.</li> <li>• To investigate the importance of using product trial when launching a new product.</li> </ul> </li> <li>4. External Influences: Technology, stakeholders and legislation <ul style="list-style-type: none"> <li>• Understand the impact of technology on a business</li> <li>• Investigate the range of stakeholders and the influence on business decisions</li> <li>• Discuss the role of motivation on employees and the significance for help business productivity</li> </ul> </li> </ol>				✓	✓	✓
<b>Lesson Tasks</b>	<ul style="list-style-type: none"> <li>• Low stakes knowledge retrieval exercise (LSKRE) to advise or inform adaptive teaching.</li> <li>• Discuss the role of the marketing mix in establishing potential customers</li> <li>• Identify the different external influences on a business</li> <li>• Develop a strong promotion campaign to support the launch of the new drink</li> <li>• Understand the role a business plays in supporting their employees through legislation</li> </ul>				✓		
<b>Resources</b>	<a href="#">Lesson PowerPoint Link</a> <a href="#">Public Drive Link:</a> L15 Aims and objectives, L16 Place Retailer, L17 TV Advertising, L18 Social Media, L19 Product Trial, L20 E-Newsletter, L21 Stakeholders Pressure Groups, L22 Stakeholders local community, L23 Employees legislation		✓		✓		✓
<b>DRAFT</b>	<p><b>Product Trial:</b> Reflect on the campaign developed to run a product trial and changes based on feedback to run a successful campaign.</p> <p><b>Stakeholders Community Project:</b> Reflect a developed community campaign which will enhance relationships with the local community and identify the impact of this on the business reputation.</p>		✓				
<b>Literacy</b>	<p><b>Tier 3 vocabulary:</b> Aims, Objectives, Specific, Measurable, Agree, Realistic, Time-bound, survival, Profit, Sales, Social, Independence, Retailer, Independent store, Supermarket, Department Store, Discount Store, Point of Sale, TV Advertising, Social Media, Product Trial, Technology, E-</p>			✓			

	<p>Newsletters, Stakeholders, Shareholders, Managers, Customers, Employees, Suppliers, Local Community, Pressure groups, Government, Legislation, Discrimination, Health and Safety, Minimum Pay</p> <p><b>Tier 2 vocabulary:</b> appropriate, guidelines, authority, identify, illegal, legal, benefits, conduct, communicate, attribute, attitude, advertising, acceptance, expand, access, characteristics, internal, retain, qualities, professional reference, ability, autonomy, discriminate, resolve, techniques, criteria, accurate, investigate, identify, evaluate, revenue, impact, bias, justify, examine, appropriate, implement, consult</p>						
<b>Numeracy</b>	Developing SMART Objectives (including measurable targets e.g. %)			✓			
<b>Challenge</b>	Investigate the impact of a local community campaign. Consider the impact on the business reputation, relationship with existing and potential customers against the initial cost of the campaign.	✓					✓



Topic	Understanding External Influences on Business	C	R	E	A	T	E
NC Learning Intention	Exploring a range of factors outside the immediate control of the business and explore how to respond to these influences.						
Lesson Learning Intentions	<ol style="list-style-type: none"> <li>1. Extending the project life cycle <ul style="list-style-type: none"> <li>• Explore the importance of expanding the project life cycle and the impact on the business</li> <li>• Identify a range of methods to expand the lifecycle appropriate to the product</li> </ul> </li> <li>2. International Business <ul style="list-style-type: none"> <li>• Investigate the options for growing a business internationally</li> <li>• Explore the impact of culture on the marketing mix when locating internationally</li> </ul> </li> <li>3. Ethical Business <ul style="list-style-type: none"> <li>• Understand and identify the impact of a business on the environment</li> <li>• Investigate the ethical methods available to businesses</li> <li>• Explore the role of ethical behaviour when procuring supplies</li> </ul> </li> <li>4. Production methods and role of quality <ul style="list-style-type: none"> <li>• Understand the decisions involved when manufacturing products</li> <li>• Explore the production methods available and the impact of each method</li> <li>• Investigate the methods for ensuring quality and the bearing on the business</li> </ul> </li> <li>5. Business presentation <ul style="list-style-type: none"> <li>• Create a coherent presentation which explores the concepts developed over the Year 9 business course.</li> <li>• Create a presentation which explains business decisions made and communicate effectively the judgements made for the smoothie drink.</li> </ul> </li> </ol>				✓	✓	✓
Lesson Tasks	<ul style="list-style-type: none"> <li>• Low stakes knowledge retrieval exercise (LSKRE) to advise or inform adaptive teaching.</li> <li>• Discuss the external influences on a business and possible responses</li> <li>• Identify the impact of growing a business from international influences to trade off with ethical decision making</li> <li>• Investigate the production methods suitable for drink production and the role of quality on the business</li> <li>• Creatively design and develop a presentation to explore the key concepts in business</li> </ul>				✓		
Resources	<a href="#">Lesson PowerPoint Link</a>		✓		✓		✓

	<a href="#">Public Drive Link:</a> L26 Stakeholder Employee motivation, L27 Extension Strategy, L28 International Marketing Mix, L29 Ethics and Environment, L30 Ethics and suppliers, L31 Sustainable Factory Design, L32 Quality, L33 Presentations						
<b>DRAFT</b>	<b>Extension Strategy:</b> Reflect on extension strategy and ideas for international development. <b>Ethics and suppliers:</b> Reflect on the trade offs with ethical behaviour with suppliers and impact on profit <b>Final Presentation:</b> Reflect on your presentation and your smoothie drink pitch.		✓				
<b>Literacy</b>	<b>Tier 3 vocabulary:</b> Motivation, Financial motivation, Non-financial, Motivation, Productivity, Remuneration, Bonus, Commission, Fringe benefits, Job rotation, Job enrichment, Autonomy, Extension strategies, Differentiation, Branding, Ethics, Trade-off, Sustainability, Pressure groups, Marketing Mix, Product, Price, Place, Promotion <b>Tier 2 vocabulary:</b> evolve, sources, consequence, project, criteria, culture, expand, finance, justify, interpret, compare, benefits, legislation, survival, extend, function, appropriate, benefits, modify, concept, outcome, features, locate, create, project, design, task, criteria, consumer, develop, undertake, assess, evaluate, aesthetics, strategies,			✓			
<b>Numeracy</b>	Identify the trade off from costs of ethical business and impact on profit Identify costs of motivation packages			✓			
<b>Challenge</b>	Investigate the impact of working with ethical suppliers. Consider the impact of increasing costs against the impact on the reputation of the business.	✓					✓

Year 10 Edexcel GCSE Business

Topic	1.1 Enterprise and Entrepreneurship	C	R	E	A	T	E
<b>NC Learning Intention</b>	Develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen and draw on evidence to make informed business decisions and solve business problems.						
<b>Lesson Learning Intentions</b>	<ol style="list-style-type: none"> <li>1. Dynamic Nature of business               <ul style="list-style-type: none"> <li>• Why new business ideas come about:                   <ul style="list-style-type: none"> <li>○ changes in technology</li> <li>○ changes in what consumers want</li> <li>○ products and services becoming obsolete.</li> </ul> </li> <li>• How new business ideas come about:                   <ul style="list-style-type: none"> <li>○ original ideas</li> <li>○ adapting existing products/services/ideas.</li> </ul> </li> </ul> </li> <li>2. Risk and reward               <ul style="list-style-type: none"> <li>• The impact of risk and reward on business activity:                   <ul style="list-style-type: none"> <li>○ risk: business failure, financial loss, lack of security</li> <li>○ reward: business success, profit, independence.</li> </ul> </li> </ul> </li> <li>3. The role of business enterprise               <ul style="list-style-type: none"> <li>• The role of business enterprise and the purpose of business activity:                   <ul style="list-style-type: none"> <li>○ to produce goods or services</li> <li>○ to meet customer needs</li> <li>○ to add value: convenience, branding, quality, design, unique selling points.</li> </ul> </li> <li>• The role of entrepreneurship:                   <ul style="list-style-type: none"> <li>○ an entrepreneur: organises resources, makes business decisions, takes risks</li> </ul> </li> </ul> </li> </ol>				✓	✓	✓
<b>Lesson Tasks</b>	<ul style="list-style-type: none"> <li>• Low stakes knowledge retrieval exercise (LSKRE) to advise or inform adaptive teaching.</li> <li>• Introduced to the dynamic nature of business in relation to how and why business ideas come about.</li> <li>• Explore the impact of risk and reward on business activity and the role of entrepreneurship.</li> <li>• Investigate the role of business including the role of an entrepreneur.</li> </ul>				✓		
<b>Resources</b>	<a href="#">PowerPoint Link</a> <a href="#">Business - BBC News</a>		✓		✓		✓

	<a href="#">Public Drive resource: Theme 1 Vocab</a>						
<b>DRAFT</b>	<b>End of Topic 1 exam:</b> Reflect on the topic exam and areas that require further understanding and revision.		✓				
<b>Literacy</b>	<b>Tier 3 vocabulary:</b> Dynamic, Customer needs, Obsolete, Risk, Reward, Financial insecurity, Goods, Services, Added value, USP, Entrepreneur <b>Tier 2 vocabulary:</b> perception, assess, reflect, evaluate, concept, competition, analyse, influence, determine, consumer,			✓			
<b>Numeracy</b>	Develop understanding of the financial investments for start-up and the impact of lack of security.			✓			
<b>Challenge</b>	Investigate risk vs reward when starting a business. Consider the impact of lack of security against the reward of success and the importance of market research.	✓					✓

Topic	1.2. Spotting a business opportunity	C	R	E	A	T	E
<b>NC Learning Intention</b>	Investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth of understanding of business.						
<b>Lesson Learning Intentions</b>	<ol style="list-style-type: none"> <li>1. Customer Needs <ul style="list-style-type: none"> <li>• Identifying and understanding customer needs: <ul style="list-style-type: none"> <li>○ what customer needs are: price, quality, choice, convenience</li> <li>○ the importance of identifying and understanding customers: generating sales, business survival.</li> </ul> </li> </ul> </li> <li>2. Market Research <ul style="list-style-type: none"> <li>• The purpose of market research: <ul style="list-style-type: none"> <li>○ to identify and understand customer needs</li> <li>○ to identify gaps in the market</li> <li>○ to reduce risk</li> <li>○ to inform business decisions</li> </ul> </li> </ul> </li> <li>3. Market Segmentation <ul style="list-style-type: none"> <li>• How businesses use market segmentation to target customers: <ul style="list-style-type: none"> <li>○ identifying market segments: location, demographics, lifestyle, income, age</li> <li>○ market mapping to identify a gap in the market and the competition</li> </ul> </li> </ul> </li> <li>4. The competitive Market <ul style="list-style-type: none"> <li>• Understanding the competitive environment: <ul style="list-style-type: none"> <li>○ strengths and weaknesses of competitors based on: price, quality, location, product range and customer service</li> <li>○ the impact of competition on business decision making</li> </ul> </li> </ul> </li> </ol>				✓	✓	✓
<b>Lesson Tasks</b>	<ul style="list-style-type: none"> <li>• Low stakes knowledge retrieval exercise (LSKRE) to advise or inform adaptive teaching.</li> <li>• Understand the differing needs of customers.</li> <li>• Explore how new and small businesses identify opportunities through understanding customer needs and conducting market research.</li> <li>• Investigate the role of market segmentation to target customers.</li> <li>• Focus on understanding the competition.</li> </ul>				✓		
<b>Resources</b>	<a href="#">PowerPoint Link</a> <a href="#">Business - BBC News</a>		✓		✓		✓

	<a href="#">Public Drive resource: Theme 1 Vocab</a>						
<b>DRAFT</b>	<b>End of Topic 2 exam:</b> Reflect on the topic exam and areas that require further understanding and revision.		✓				
<b>Literacy</b>	<b>Tier 3 vocabulary:</b> Customer needs, Market Research, Secondary Research, Primary Research, Primary Research, Survey, Questionnaire, Focus Groups, Secondary Research, Quantitative, Qualitative, Validity, Reliability, Market Segmentation, Demographics, Market Mapping, Competitive Market, Product Range, SWOT Analysis <b>Tier 2 vocabulary:</b> date, consequence, contradict, contribute, opinions, demonstrate, determine, emerge, summary, undertake, relevant, perspective, conventional, realistic, reflect, assess, assumptions, resolve, evaluate, technique,			✓			
<b>Numeracy</b>	Develop numeracy through quantitative data in market research.			✓			
<b>Challenge</b>	Investigate role of market research to inform business decision making. Consider the importance of qualitative and quantitative data, advantages and disadvantages of different methods and how to ensure the reliability of market research data.	✓					✓

Topic	1.3. Putting a business idea into practice	C	R	E	A	T	E
NC Learning Intention	Develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen and draw on evidence to make informed business decisions and solve business problems. Develop and apply quantitative skills relevant to business, including using and interpreting data.						
Lesson Learning Intentions	<p>1. Business aims and objectives Identifying and understanding customer needs:</p> <ul style="list-style-type: none"> <li>• What business aims and business objectives are.</li> <li>• Business aims and objectives when starting up: <ul style="list-style-type: none"> <li>○ financial aims and objectives: survival, profit, sales, market share, financial security</li> <li>○ Non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control.</li> </ul> </li> <li>• Why aims and objectives differ between businesses.</li> </ul> <p>2. Business revenues, costs and profits</p> <ul style="list-style-type: none"> <li>• The concept and calculation of: <ul style="list-style-type: none"> <li>○ revenue</li> <li>○ fixed and variable costs</li> <li>○ total costs</li> <li>○ profit and loss</li> <li>○ interest</li> <li>○ breakeven level of output</li> <li>○ margin of safety.</li> </ul> </li> <li>• Interpretation of break even diagrams: <ul style="list-style-type: none"> <li>○ the impact of changes in revenue and costs</li> <li>○ break even level of output</li> <li>○ margin of safety.</li> </ul> </li> </ul> <p>3. Cash and cash-flow</p> <ul style="list-style-type: none"> <li>• The importance of cash to a business: <ul style="list-style-type: none"> <li>○ to pay suppliers, overheads and employees</li> <li>○ to prevent business failure (insolvency)</li> <li>○ the difference between cash and profit.</li> </ul> </li> <li>• Calculation and interpretation of cash-flow forecasts: <ul style="list-style-type: none"> <li>○ cash inflows</li> </ul> </li> </ul>				✓	✓	✓

	<ul style="list-style-type: none"> <li>○ cash outflows</li> <li>○ net cash flow</li> <li>○ opening and closing balances.</li> </ul> <p>4. Sources of business finance</p> <ul style="list-style-type: none"> <li>● Sources of finance for a start-up or established small business:</li> <li>○ short-term sources: overdraft and trade credit</li> <li>○ long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowd funding.</li> </ul>						
<b>Lesson Tasks</b>	<ul style="list-style-type: none"> <li>● Low stakes knowledge retrieval exercise (LSKRE) to advise or inform adaptive teaching.</li> <li>● Understand how to make a business idea happen through identifying aims and objectives and concentrating on the financial aspects.</li> <li>● Investigate the importance of cash to a business.</li> <li>● Make informed judgements regarding cash flow and sources of business finance.</li> </ul>				✓		
<b>Resources</b>	<a href="#">PowerPoint Link</a> <a href="#">Business - BBC News</a> <a href="#">Public Drive resource: Theme 1 Vocab</a>		✓		✓		✓
<b>DRAFT</b>	<b>End of Topic 3 exam:</b> Reflect on the topic exam and areas that require further understanding and revision.		✓				
<b>Literacy</b>	<p><b>Tier 3 vocabulary:</b> Aims, Objectives, Private Sector, Public Sector, Revenue, Fixed Costs, Variable Costs, Profit, Loss, Interest, Break Even, Contribution, Margin of Safety, Cash flow, Inflows, Outflows, Net cashflow, Overdraft, Trade Credit, Venture Capitalist, Share Capital, Retained Profit, Crowd Funding</p> <p><b>Tier 2 vocabulary:</b> realistic, reflect, rigorous, specify, evaluate, appropriate, identify, outcome, conclude, interpret, compare, implement,</p>				✓		
<b>Numeracy</b>	Calculations of revenue, fixed and variable costs, total costs, profit and loss, interest, breakeven level of output, margin of safety.				✓		
<b>Challenge</b>	Investigate the importance of cash to a business. Consider the impact of cash flow and the different sources of finance, depending on the suitability due to the business size and type.	✓					✓



Topic	1.4. Making the Business Effective	C	R	E	A	T	E
NC Learning Intention	Know and understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society Develop and apply quantitative skills relevant to business, including using and interpreting data.						
Lesson Learning Intentions	<ol style="list-style-type: none"> <li>1. The options for start-up and small business <ul style="list-style-type: none"> <li>• The concept of limited liability: <ul style="list-style-type: none"> <li>○ limited and unlimited liability</li> <li>○ the implications for the business owner(s) of limited and unlimited liability.</li> </ul> </li> <li>• The types of business ownership for start-ups: <ul style="list-style-type: none"> <li>○ sole trader, partnership, private limited company</li> <li>○ the advantages and disadvantages of each type of business ownership.</li> </ul> </li> <li>• The option of starting up and running a franchise operation: <ul style="list-style-type: none"> <li>○ the advantages and disadvantages of franchising.</li> </ul> </li> </ul> </li> <li>2. Business location <ul style="list-style-type: none"> <li>• Factors influencing business location: <ul style="list-style-type: none"> <li>○ proximity to: market, labour, materials and competitors</li> <li>○ nature of the business activity</li> <li>○ the impact of the internet on location decisions: e-commerce and/or fixed premises.</li> </ul> </li> </ul> </li> <li>3. The marketing Mix <ul style="list-style-type: none"> <li>• What the marketing mix is and the importance of each element: <ul style="list-style-type: none"> <li>○ Price, product, promotion, place.</li> </ul> </li> <li>• How the elements of the marketing mix work together: <ul style="list-style-type: none"> <li>○ balancing the marketing mix based on the competitive environment</li> <li>○ the impact of changing consumer needs on the marketing mix</li> <li>○ The impact of technology on the marketing mix: e-commerce, digital communication.</li> </ul> </li> </ul> </li> <li>4. Business plans <ul style="list-style-type: none"> <li>• The role and importance of a business plan: <ul style="list-style-type: none"> <li>○ to identify: the business idea; business aims and</li> </ul> </li> <li>• objectives; target market (market research); forecast revenue, cost and profit; cash-flow forecast; sources of finance; location; marketing mix.</li> <li>• The purpose of planning business activity:</li> </ul> </li> </ol>				✓	✓	✓

	<ul style="list-style-type: none"> <li>○ the role and importance of a business plan in minimising risk and obtaining finance.</li> </ul>						
<b>Lesson Tasks</b>	<ul style="list-style-type: none"> <li>• Low stakes knowledge retrieval exercise (LSKRE) to advise or inform adaptive teaching.</li> <li>• Explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.</li> <li>• Understand the different options for starting up the business.</li> <li>• Consider the variety of factors that impact location.</li> <li>• Analyse the role of the marketing mix on decision making.</li> <li>• Investigate the role and importance of business planning.</li> </ul>				✓		
<b>Resources</b>	<a href="#">PowerPoint Link</a> <a href="#">Business - BBC News</a> <a href="#">Public Drive resource: Theme 1 Vocab</a>		✓		✓		✓
<b>DRAFT</b>	<b>End of Topic 4 exam:</b> Reflect on the topic exam and areas that require further understanding and revision.		✓				
<b>Literacy</b>	<p><b>Tier 3 vocabulary:</b> Unlimited liability, Limited Liability, Sole Trader, Partnership, Private Limited Company, Franchise, Franchisor, Franchisee, Royalty Payments, Proximity to market, Labour, Infrastructure, Marketing Mix, Business Plan</p> <p><b>Tier 2 vocabulary:</b> implications, advantage, alternative, appropriate, identify, balanced, benefits, independent, commit, option, elements, proximity, nature, activity, communication, identify, obtaining, data, competitive, generate, factors,</p>			✓			
<b>Numeracy</b>	Use of quantitative data from research and cash flow forecasts in business plan.			✓			
<b>Challenge</b>	Investigate the importance of selecting the right type of ownership for starting a business. Consider the impact of unlimited liability, the benefits and drawbacks of each type of ownership.	✓					✓

Topic	1.5. Understanding external influences on business	C	R	E	A	T	E
NC Learning Intention	Apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts.						
Lesson Learning Intentions	<ol style="list-style-type: none"> <li>1. Business Stakeholders <ul style="list-style-type: none"> <li>• Who business stakeholders are and their different objectives: <ul style="list-style-type: none"> <li>○ shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government.</li> </ul> </li> <li>• Stakeholders and businesses: <ul style="list-style-type: none"> <li>○ how stakeholders are affected by business activity</li> <li>○ how stakeholders impact business activity</li> <li>○ possible conflicts between stakeholder groups.</li> </ul> </li> </ul> </li> <li>2. Technology and business <ul style="list-style-type: none"> <li>• Different types of technology used by business: <ul style="list-style-type: none"> <li>○ e-commerce</li> <li>○ social media</li> <li>○ digital communication</li> <li>○ payment systems.</li> </ul> </li> <li>• How technology influences business activity in terms of: <ul style="list-style-type: none"> <li>○ sales</li> <li>○ costs</li> <li>○ marketing mix.</li> </ul> </li> </ul> </li> <li>3. Legislation and business <ul style="list-style-type: none"> <li>• The purpose of legislation: <ul style="list-style-type: none"> <li>○ principles of consumer law: quality and consumer rights</li> <li>○ principles of employment law: recruitment, pay, discrimination and health and safety.</li> </ul> </li> <li>• The impact of legislation on businesses: <ul style="list-style-type: none"> <li>○ cost</li> <li>○ consequences of meeting and not meeting these obligations.</li> </ul> </li> </ul> </li> <li>4. The economy and business <ul style="list-style-type: none"> <li>• The impact of the economic climate on businesses: <ul style="list-style-type: none"> <li>○ unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates</li> </ul> </li> </ul> </li> <li>5. External influences</li> </ol>				✓	✓	✓

	<ul style="list-style-type: none"> <li>The importance of external influences on business: <ul style="list-style-type: none"> <li>possible responses by the business to changes in: technology, legislation, the economic climate.</li> </ul> </li> </ul>						
<b>Lesson Tasks</b>	<ul style="list-style-type: none"> <li>Low stakes knowledge retrieval exercise (LSKRE) to advise or inform adaptive teaching.</li> <li>Introduced to a range of factors, many of which are outside of the immediate control of the business.</li> <li>Understand the impact of stakeholders on a business.</li> <li>Identify how technology can influence business activity.</li> <li>Explore the purpose and impact of legislation on a business.</li> <li>Investigate the impact of the economic climate of businesses.</li> <li>Explore how businesses respond to these external influences.</li> </ul>				✓		
<b>Resources</b>	<a href="#">PowerPoint Link</a> <a href="#">Business - BBC News</a> <a href="#">Public Drive resource: Theme 1 Vocab</a>		✓		✓		✓
<b>DRAFT</b>	<b>End of Topic 5 exam:</b> Reflect on the topic exam and areas that require further understanding and revision.		✓				
<b>Literacy</b>	<b>Tier 3 vocabulary:</b> Stakeholders, Shareholders, Pressure Groups, E-Commerce, Digital communications, Payment Systems, Legislation, Consumer Law, Employment Law, Consumer incomes, Unemployment, Inflation, Interest rates, Taxation, Income tax, VAT, National insurance, Exchange rates, Imports, Exports, Pensions, Unemployment, Inflation, Interest rates, Taxation <b>Tier 2 vocabulary:</b> legislation, economy, influences, conflicts, domestic, discriminate, disclosure, guidelines, illegal, legal, outcome, conflict, locate, criteria, consequence, qualities, reference, retain, develop				✓		
<b>Numeracy</b>	Calculating exchange rates and considering the impact on business.				✓		
<b>Challenge</b>	Investigate conflicts which could arise with stakeholders. Consider what each stakeholder seeks from the business, the impact on the business activity and the impact of a business resolving these conflicts.	✓					✓

Topic	2.1. Growing the Business	C	R	E	A	T	E
NC Learning Intention	Know and understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society. Apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts						
Lesson Learning Intentions	<p>1. Business Growth</p> <ul style="list-style-type: none"> <li>• Methods of business growth and their impact: <ul style="list-style-type: none"> <li>○ internal (organic) growth: new products (innovation, research and development), new markets (through changing the marketing mix or taking advantage of technology and/or expanding overseas)</li> <li>○ external (inorganic) growth: merger, takeover.</li> </ul> </li> <li>• The types of business ownership for growing businesses: <ul style="list-style-type: none"> <li>○ public limited company (plc)</li> </ul> </li> <li>• Sources of finance for growing and established businesses: <ul style="list-style-type: none"> <li>○ internal sources: retained profit, selling assets</li> <li>○ external sources: loan capital, share capital, including stock market flotation (public limited companies).</li> </ul> </li> </ul> <p>2. Changes in business aims and objectives</p> <ul style="list-style-type: none"> <li>• Why business aims and objectives change as businesses evolve: <ul style="list-style-type: none"> <li>○ in response to: market conditions, technology, performance, legislation, internal reasons.</li> </ul> </li> <li>• How business aims and objectives change as businesses evolve: <ul style="list-style-type: none"> <li>○ focus on survival or growth</li> <li>○ entering or exiting markets</li> <li>○ growing or reducing the workforce</li> <li>○ increasing or decreasing product range.</li> </ul> </li> </ul> <p>3. Business and globalisation</p> <ul style="list-style-type: none"> <li>• The impact of globalisation on businesses: <ul style="list-style-type: none"> <li>○ imports: competition from overseas, buying from overseas</li> <li>○ exports: selling to overseas markets</li> <li>○ changing business locations</li> <li>○ multinationals.</li> </ul> </li> <li>• Barriers to international trade:</li> </ul>				✓	✓	✓

	<ul style="list-style-type: none"> <li>○ tariffs</li> <li>○ trade blocs.</li> <li>● How businesses compete internationally: <ul style="list-style-type: none"> <li>○ the use of the internet and e-commerce</li> <li>○ changing the marketing mix to compete internationally</li> </ul> </li> </ul>						
<b>Lesson Tasks</b>	<ul style="list-style-type: none"> <li>● Low stakes knowledge retrieval exercise (LSKRE) to advise or inform adaptive teaching.</li> <li>● Introduced to methods of growth and suitability to businesses.</li> <li>● Explore how and why business aims and objectives change as businesses evolve.</li> <li>● Understand the impact of globalisation on a business.</li> <li>● Investigate the ethical and environmental questions facing businesses.</li> </ul>				✓		
<b>Resources</b>	<a href="#">PowerPoint Link</a> <a href="#">Business - BBC News</a> <a href="#">Public Drive resource: Theme 2 Vocab</a>		✓		✓		✓
<b>DRAFT</b>	<b>End of Topic 1 exam:</b> Reflect on the topic exam and areas that require further understanding and revision.		✓				
<b>Literacy</b>	<p><b>Tier 3 vocabulary:</b> Organic growth, Inorganic growth, Takeover, Merger, Public limited company, Retained profits, Assets, Share capital, Stock market, Market conditions, Survival, Product ranges, Globalisation, Imports, Exports, Multinationals, Tariffs, Trade Blocs, Marketing Mix, Ethics, Trade-off, Sustainability, Pressure groups</p> <p><b>Tier 2 vocabulary:</b> evolve, sources, consequence, project, criteria, culture, expand, finance, influence, internal, external, locate, justify, interpret, compare, benefits, legislation, survival,</p>			✓			
<b>Numeracy</b>	Understand the financial impact of international businesses such as the costs of exporting.			✓			
<b>Challenge</b>	Investigate the impact of the different options for growing the business. Considering the impact on target markets, sources of finance, control and ownership of the business.	✓					✓

Topic	2.2. Making Marketing Decisions	C	R	E	A	T	E
<b>NC Learning Intention</b>	Develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen and draw on evidence to make informed business decisions and solve business problems.						
<b>Lesson Learning Intentions</b>	<ol style="list-style-type: none"> <li>1. Product <ul style="list-style-type: none"> <li>• The design mix: <ul style="list-style-type: none"> <li>○ function, aesthetics, cost.</li> </ul> </li> <li>• The product life cycle: <ul style="list-style-type: none"> <li>○ the phases of the product life cycle</li> <li>○ extension strategies.</li> </ul> </li> <li>• The importance to a business of differentiating a product/ service.</li> </ul> </li> <li>2. Price <ul style="list-style-type: none"> <li>• pricing strategies <ul style="list-style-type: none"> <li>○ influences on pricing strategies: technology, competition, market segments, product life cycle.</li> </ul> </li> </ul> </li> <li>3. Promotion <ul style="list-style-type: none"> <li>• appropriate promotion strategies for different market segments: advertising, sponsorship, product trials, special offers, branding</li> <li>• the use of technology in promotion: targeted advertising online, viral advertising via social media, e-newsletters.</li> </ul> </li> <li>4. Place <ul style="list-style-type: none"> <li>• methods of distribution: retailers and e-tailers (e-commerce).</li> </ul> </li> <li>5. Using the marketing mix to make business decisions <ul style="list-style-type: none"> <li>• How each element of the marketing mix can influence other elements. <ul style="list-style-type: none"> <li>○ Using the marketing mix to build competitive advantage.</li> <li>○ How an integrated marketing mix can influence competitive advantage</li> </ul> </li> </ul> </li> </ol>				✓	✓	✓
<b>Lesson Tasks</b>	<ul style="list-style-type: none"> <li>• Low stakes knowledge retrieval exercise (LSKRE) to advise or inform adaptive teaching.</li> <li>• Explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.</li> <li>• Understand the role of the design mix and the product lifecycle.</li> </ul>				✓		

	<ul style="list-style-type: none"> <li>Explore the influence of pricing strategies.</li> <li>Investigate the appropriate promotional strategies.</li> <li>Understand the methods of distribution.</li> <li>Understand how each element of the marketing mix can influence other elements.</li> </ul>						
<b>Resources</b>	<a href="#">PowerPoint Link</a> <a href="#">Business - BBC News</a> <a href="#">Public Drive resource: Theme 2 Vocab</a>		✓		✓		✓
<b>DRAFT</b>	<b>End of Topic 2 exam:</b> Reflect on the topic exam and areas that require further understanding and revision.		✓				
<b>Literacy</b>	<b>Tier 3 vocabulary:</b> Dynamic, Customer needs, Obsolete, Design mix, Function, Aesthetics, Product life cycle, Extension strategies, Differentiation, Branding, Pricing Strategies, High volume strategy, High margin strategy, Skimming, Penetration pricing, Cost plus strategy, Market segments, Advertising, Market Segments, Sponsorship, Product Trial, Targeted Advertising, Viral Advertising, Retailers, E-Tailer, Marketing mix, Competitive advantage <b>Tier 2 vocabulary:</b> extend, function, appropriate, benefits, modify, concept, outcome, features, locate, create, project, design, task, criteria, consumer, develop, undertake, assess, evaluate, aesthetics, strategies,			✓			
<b>Numeracy</b>	Calculate the impact of differing pricing strategies on the business.			✓			
<b>Challenge</b>	Investigate the impact of the marketing mix at the different stages of the Product Life cycle. Consider the impact at introduction, Growth, Maturity and Decline. Explore the options to the business at each stage.	✓					✓



Topic	2.3. Making Operational Decisions	C	R	E	A	T	E
<b>NC Learning Intention</b>	Investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth of understanding of business.						
<b>Lesson Learning Intentions</b>	<ol style="list-style-type: none"> <li>1. Business operations <ul style="list-style-type: none"> <li>• The purpose of business operations: <ul style="list-style-type: none"> <li>○ to produce goods</li> <li>○ to provide services.</li> </ul> </li> <li>• Production processes: <ul style="list-style-type: none"> <li>○ different types: job, batch, flow</li> <li>○ the impact of different types of production process: keeping productivity up and costs down and allowing for competitive prices.</li> </ul> </li> <li>• Impacts of technology on production: <ul style="list-style-type: none"> <li>○ balancing cost, productivity, quality and flexibility.</li> </ul> </li> </ul> </li> <li>2. Working with suppliers <ul style="list-style-type: none"> <li>• Managing stock: <ul style="list-style-type: none"> <li>○ interpretation of bar gate stock graphs</li> <li>○ the use of just in time (JIT) stock control.</li> </ul> </li> <li>• The role of procurement: <ul style="list-style-type: none"> <li>○ relationships with suppliers: quality, delivery (cost, speed, reliability), availability, cost, trust</li> <li>○ the impact of logistics and supply decisions on: costs, reputation, customer satisfaction.</li> </ul> </li> </ul> </li> <li>3. Managing quality <ul style="list-style-type: none"> <li>• The concept of quality and its importance in:</li> <li>• the production of goods and the provision of services: quality control and quality assurance <ul style="list-style-type: none"> <li>○ allowing a business to control costs and gain a competitive advantage.</li> </ul> </li> </ul> </li> <li>4. The sales process <ul style="list-style-type: none"> <li>• product knowledge, speed and efficiency of service, customer engagement, responses to customer feedback, post-sales service.</li> <li>• The importance to businesses of providing good customer service.</li> </ul> </li> </ol>				✓	✓	✓
<b>Lesson Tasks</b>	<ul style="list-style-type: none"> <li>• Low stakes knowledge retrieval exercise (LSKRE) to advise or inform adaptive teaching.</li> </ul>				✓		

	<ul style="list-style-type: none"> <li>Understand how a business meets customer needs through the design, supply, quality and sales decisions a business makes.</li> <li>Explore the purpose of business operations and different types of production processes</li> <li>Investigate the role of stock management and the importance of relationships in procurement.</li> <li>Explore the concept of quality and importance to the success of a business.</li> <li>Understand the stages in the sales process and the role of good customer service.</li> </ul>						
<b>Resources</b>	<a href="#">PowerPoint Link</a> <a href="#">Business - BBC News</a> <a href="#">Public Drive resource: Theme 2 Vocab</a>		✓		✓		✓
<b>DRAFT</b>	<b>End of Topic 3 exam:</b> Reflect on the topic exam and areas that require further understanding and revision.		✓				
<b>Literacy</b>	<b>Tier 3 vocabulary:</b> Operations, Job production, Batch production, Flow production, Productivity, Stock, Bar gate stock graph, Re-order level, Buffer stock, Lead time, Just in Time, Procurement, Logistics, Quality, Quality Assurance, Quality control, Customer Interest, Product Knowledge, Speed and efficiency of service, Customer engagement, Post-sales service, Customer Loyalty, Customer Service <b>Tier 2 vocabulary:</b> relationships, quality, reputation, satisfaction, concept, assurance, purpose, resolve, consequence,			✓			
<b>Numeracy</b>	Calculations involved with stock management. Such as lead times, stock reorder quantities.			✓			
<b>Challenge</b>	Investigate the role of procurement. Consider the importance of the relationship with suppliers and how these decisions and impact on the supplies.	✓					✓

Year 11 Edexcel GCSE Business

Topic	2.4. Making Financial Decisions	C	R	E	A	T	E
<b>NC Learning Intention</b>	Develop and apply quantitative skills relevant to business, including using and interpreting data.						
<b>Lesson Learning Intentions</b>	<ol style="list-style-type: none"> <li>1. Business calculations <ul style="list-style-type: none"> <li>• gross profit <ul style="list-style-type: none"> <li>○ net profit</li> </ul> </li> <li>• Calculation and interpretation of: <ul style="list-style-type: none"> <li>○ gross profit margin</li> <li>○ net profit margin</li> <li>○ average rate of return</li> </ul> </li> </ul> </li> <li>2. Understanding Business Performance <ul style="list-style-type: none"> <li>• The use and interpretation of quantitative business data to support, inform and justify business decisions: <ul style="list-style-type: none"> <li>○ information from graphs and charts</li> <li>○ financial data</li> <li>○ marketing data</li> <li>○ market data.</li> </ul> </li> <li>• The use and limitations of financial information in: <ul style="list-style-type: none"> <li>○ understanding business performance</li> <li>○ making business decisions.</li> </ul> </li> </ul> </li> </ol>				✓	✓	✓
<b>Lesson Tasks</b>	<ul style="list-style-type: none"> <li>• Low stakes knowledge retrieval exercise (LSKRE) to advise or inform adaptive teaching.</li> <li>• Explore the tools a business has to support financial decision making, including ratio analysis and the use and limitation of a range of financial information.</li> <li>• Understand the concept and calculation of gross profit, net profit, gross profit margin, net profit margin and the average rate of return.</li> </ul>				✓		
<b>Resources</b>	<a href="#">PowerPoint Link</a> <a href="#">Business - BBC News</a> <a href="#">Public Drive resource: Theme 2 Vocab</a>		✓		✓		✓
<b>DRAFT</b>	<b>End of Topic 4 exam:</b> Reflect on the topic exam and areas that require further understanding and revision.		✓				

<b>Literacy</b>	<p><b>Tier 3 vocabulary:</b> Profit, Sales revenue, Fixed costs, Variable costs, Total costs, Gross Profit, Gross profit margin, Net Profit, Net Profit Margin, Average rate of return, Financial data, Market data, Marketing data, Reliability, Validity</p> <p><b>Tier 2 vocabulary:</b> interpretation, justify, limitations, decisions, critical, reference, data, conduct, conclude, accuracy, bias,</p>			✓			
<b>Numeracy</b>	Calculations involved with gross profit, net profit, gross profit margin, net profit margin and the average rate of return.			✓			
<b>Challenge</b>	Investigate the importance of use and limitations of financial information. Consider how financial information can be used to inform, support and justify business decisions Also, the restrictions of just using financial information.	✓					✓

Topic	2.5. Making Human Resource Decisions	C	R	E	A	T	E
NC Learning Intention	Know and understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society.						
Lesson Learning Intentions	<ol style="list-style-type: none"> <li>1. Organisational structures <ul style="list-style-type: none"> <li>• Different organisational structures and when each are appropriate: <ul style="list-style-type: none"> <li>○ hierarchical and flat</li> <li>○ centralised and decentralised.</li> </ul> </li> <li>• The importance of effective communication: <ul style="list-style-type: none"> <li>○ the impact of insufficient or excessive communication on efficiency and motivation</li> <li>○ barriers to effective communication.</li> </ul> </li> <li>• Different ways of working: <ul style="list-style-type: none"> <li>○ part-time, full-time and flexible hours</li> <li>○ permanent, temporary, and freelance contracts</li> <li>○ the impact of technology on ways of working: efficiency, remote working.</li> </ul> </li> </ul> </li> <li>2. Effective recruitment <ul style="list-style-type: none"> <li>• Different job roles and responsibilities: <ul style="list-style-type: none"> <li>○ key job roles and their responsibilities: directors, senior managers, supervisors/team leaders, operational and support staff.</li> </ul> </li> <li>• How businesses recruit people: <ul style="list-style-type: none"> <li>○ documents: person specification and job description, application form, CV</li> <li>○ recruitment methods used to meet different business needs (internal and external recruitment).</li> </ul> </li> </ul> </li> <li>3. Effective training and development <ul style="list-style-type: none"> <li>• How businesses train and develop employees: <ul style="list-style-type: none"> <li>○ different ways of training and developing employees: formal and informal training, self-learning, ongoing training for all employees, use of target setting and performance reviews.</li> </ul> </li> <li>• Why businesses train and develop employees: <ul style="list-style-type: none"> <li>○ the link between training, motivation and retention</li> <li>○ retraining to use new technology.</li> </ul> </li> </ul> </li> <li>4. Motivation</li> </ol>				✓	✓	✓

	<ul style="list-style-type: none"> <li>• The importance of motivation in the workplace: <ul style="list-style-type: none"> <li>○ attracting employees, retaining employees, productivity.</li> </ul> </li> <li>• How businesses motivate employees: <ul style="list-style-type: none"> <li>○ financial methods: remuneration, bonus, commission, promotion, fringe benefits</li> <li>○ non-financial methods: job rotation, job enrichment, autonomy</li> </ul> </li> </ul>						
<b>Lesson Tasks</b>	<ul style="list-style-type: none"> <li>• Low stakes knowledge retrieval exercise (LSKRE) to advise or inform adaptive teaching.</li> <li>• Understand that as a business grows, decisions relating to organisational structure need to be appropriate.</li> <li>• Explore the different ways of working as the workforce expands.</li> <li>• Investigate the different job roles and responsibilities through the recruiting of employees.</li> <li>• Understand the recruitment documents and methods used to meet different business needs.</li> <li>• Understand the different ways a business train and develop their staff.</li> <li>• Explore the importance of motivation in the workplace and the different methods to motivate.</li> </ul>				✓		
<b>Resources</b>	<a href="#">PowerPoint Link</a> <a href="#">Business - BBC News</a> <a href="#">Public Drive resource: Theme 2 Vocab</a>		✓		✓		✓
<b>DRAFT</b>	<b>End of Topic 5 exam:</b> Reflect on the topic exam and areas that require further understanding and revision.		✓				
<b>Literacy</b>	<p><b>Tier 3 vocabulary:</b>  Organisational structure, Hierarchical structure, Chain of command, Span of control, Subordinates, Delegation, Centralised, Decentralised, Communication, Full time, Part time, Permanent, Temporary, Freelance, Flexible working, Remote working, Job description, Person specification, Formal Training, Informal training ,Performance reviews, Financial motivation, Non-financial, Motivation, Productivity, Remuneration, Bonus, Commission, Fringe benefits, Job rotation, Job enrichment, Autonomy</p> <p><b>Tier 2 vocabulary:</b> appropriate, guidelines, authority, identify, illegal, legal, benefits, conduct, communicate, attribute, attitude, advertising, acceptance, expand, access, characteristics, internal, retain, qualities, professional reference, ability, autonomy, discriminate, resolve, techniques</p>				✓		
<b>Numeracy</b>	Impact of costs of recruitment and retention and costs of motivation techniques.				✓		
<b>Challenge</b>	Investigate the impact of motivation on a business. Consider the cost of motivating staff with recruiting and selection, impact on productivity and the link between training and motivation.	✓					✓

## Recap and Mastery

Topic	1.1 Enterprise and Entrepreneurship	C	R	E	A	T	E
NC Learning Intention	Develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen and draw on evidence to make informed business decisions and solve business problems.						
Lesson Learning Intentions	<p>4. Dynamic Nature of business</p> <ul style="list-style-type: none"> <li>• Why new business ideas come about:               <ul style="list-style-type: none"> <li>○ changes in technology</li> <li>○ changes in what consumers want</li> <li>○ products and services becoming obsolete.</li> </ul> </li> <li>• How new business ideas come about:               <ul style="list-style-type: none"> <li>○ original ideas</li> <li>○ adapting existing products/services/ideas.</li> </ul> </li> </ul> <p>5. Risk and reward</p> <ul style="list-style-type: none"> <li>• The impact of risk and reward on business activity:               <ul style="list-style-type: none"> <li>○ risk: business failure, financial loss, lack of security</li> <li>○ reward: business success, profit, independence.</li> </ul> </li> </ul> <p>6. The role of business enterprise</p> <ul style="list-style-type: none"> <li>• The role of business enterprise and the purpose of business activity:               <ul style="list-style-type: none"> <li>○ to produce goods or services</li> <li>○ to meet customer needs</li> <li>○ to add value: convenience, branding, quality, design, unique selling points.</li> </ul> </li> <li>• The role of entrepreneurship:               <ul style="list-style-type: none"> <li>○ an entrepreneur: organises resources, makes business decisions, takes risks</li> </ul> </li> </ul>						
Lesson Tasks	<ul style="list-style-type: none"> <li>• Low stakes knowledge retrieval exercise (LSKRE) to advise or inform adaptive teaching.</li> <li>• Introduced to the dynamic nature of business in relation to how and why business ideas come about.</li> <li>• Explore the impact of risk and reward on business activity and the role of entrepreneurship.</li> <li>• Investigate the role of business including the role of an entrepreneur</li> </ul>				✓		
Resources	<a href="#">PowerPoint Link</a> <a href="#">Business - BBC News</a>		✓		✓		✓

	<a href="#">Public Drive resource: Theme 1 Vocab</a>						
<b>DRAFT</b>	<b>End of Topic 1 exam:</b> Reflect on the topic exam and areas that require further understanding and revision.		✓				
<b>Literacy</b>	<b>Tier 3 vocabulary:</b> Dynamic, Customer needs, Obsolete, Risk, Reward, Financial insecurity, Goods, Services, Added value, USP, Entrepreneur <b>Tier 2 vocabulary:</b> perception, assess, reflect, evaluate, concept, competition, analyse, influence, determine, consumer,			✓			
<b>Numeracy</b>	Develop understanding of the financial investments for start-up and the impact of lack of security.			✓			
<b>Challenge</b>	Investigate risk vs reward when starting a business. Consider the impact of lack of security against the reward of success and the importance of market research.	✓					✓



Topic	1.2. Spotting a Business Opportunity	C	R	E	A	T	E
<b>NC Learning Intention</b>	Investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth of understanding of business.						
<b>Lesson Learning Intentions</b>	<p>5. Customer Needs</p> <ul style="list-style-type: none"> <li>• Identifying and understanding customer needs: <ul style="list-style-type: none"> <li>○ what customer needs are: price, quality, choice, convenience</li> <li>○ the importance of identifying and understanding customers: generating sales, business survival.</li> </ul> </li> </ul> <p>6. Market Research</p> <ul style="list-style-type: none"> <li>• The purpose of market research: <ul style="list-style-type: none"> <li>○ to identify and understand customer needs</li> <li>○ to identify gaps in the market</li> <li>○ to reduce risk</li> <li>○ to inform business decisions</li> </ul> </li> </ul> <p>7. Market Segmentation</p> <ul style="list-style-type: none"> <li>• How businesses use market segmentation to target customers: <ul style="list-style-type: none"> <li>○ identifying market segments: location, demographics, lifestyle, income, age</li> <li>○ market mapping to identify a gap in the market and the competition</li> </ul> </li> </ul> <p>8. The competitive Market</p> <ul style="list-style-type: none"> <li>• Understanding the competitive environment: <ul style="list-style-type: none"> <li>○ strengths and weaknesses of competitors based on: price, quality, location, product range and customer service</li> <li>○ the impact of competition on business decision making</li> </ul> </li> </ul>				✓	✓	✓
<b>Lesson Tasks</b>	<ul style="list-style-type: none"> <li>• Low stakes knowledge retrieval exercise (LSKRE) to advise or inform adaptive teaching.</li> <li>• Understand the differing needs of customers.</li> <li>• Explore how new and small businesses identify opportunities through understanding customer needs and conducting market research.</li> <li>• Investigate the role of market segmentation to target customers.</li> <li>• Focus on understanding the competition.</li> </ul>				✓		
<b>Resources</b>	<a href="#">PowerPoint Link</a> <a href="#">Business - BBC News</a>		✓		✓		✓

	<a href="#">Public Drive resource: Theme 1 Vocab</a>						
<b>DRAFT</b>	<b>End of Topic 2 exam:</b> Reflect on the topic exam and areas that require further understanding and revision.		✓				
<b>Literacy</b>	<b>Tier 3 vocabulary:</b> Customer needs, Market Research, Secondary Research, Primary Research, Primary Research, Survey, Questionnaire, Focus Groups, Secondary Research, Quantitative, Qualitative, Validity, Reliability, Market Segmentation, Demographics, Market Mapping, Competitive Market, Product Range, SWOT Analysis <b>Tier 2 vocabulary:</b> date, consequence, contradict, contribute, opinions, demonstrate, determine, emerge, summary, undertake, relevant, perspective, conventional, realistic, reflect, assess, assumptions, resolve, evaluate, technique,			✓			
<b>Numeracy</b>	Develop numeracy through quantitative data in market research.			✓			
<b>Challenge</b>	Investigate role of market research to inform business decision making. Consider the importance of qualitative and quantitative data, advantages and disadvantages of different methods and how to ensure the reliability of market research data.	✓					✓

Topic	1.3. Putting a Business Idea into Practice	C	R	E	A	T	E
NC Learning Intention	Develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen and draw on evidence to make informed business decisions and solve business problems. Develop and apply quantitative skills relevant to business, including using and interpreting data.						
Lesson Learning Intentions	<p>5. Business aims and objectives Identifying and understanding customer needs:</p> <ul style="list-style-type: none"> <li>• What business aims and business objectives are.</li> <li>• Business aims and objectives when starting up: <ul style="list-style-type: none"> <li>○ financial aims and objectives: survival, profit, sales, market share, financial security</li> <li>○ Non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control.</li> </ul> </li> <li>• Why aims and objectives differ between businesses.</li> </ul> <p>6. Business revenues, costs and profits</p> <ul style="list-style-type: none"> <li>• The concept and calculation of: <ul style="list-style-type: none"> <li>○ revenue</li> <li>○ fixed and variable costs</li> <li>○ total costs</li> <li>○ profit and loss</li> <li>○ interest</li> <li>○ breakeven level of output</li> <li>○ margin of safety.</li> </ul> </li> <li>• Interpretation of break even diagrams: <ul style="list-style-type: none"> <li>○ the impact of changes in revenue and costs</li> <li>○ break even level of output</li> <li>○ margin of safety.</li> </ul> </li> </ul> <p>7. Cash and cash-flow</p> <ul style="list-style-type: none"> <li>• The importance of cash to a business: <ul style="list-style-type: none"> <li>○ to pay suppliers, overheads and employees</li> <li>○ to prevent business failure (insolvency)</li> <li>○ the difference between cash and profit.</li> </ul> </li> <li>• Calculation and interpretation of cash-flow forecasts: <ul style="list-style-type: none"> <li>○ cash inflows</li> <li>○ cash outflows</li> </ul> </li> </ul>				✓	✓	✓

	<ul style="list-style-type: none"> <li>○ net cash flow</li> <li>○ opening and closing balances.</li> </ul> <p>8. Sources of business finance</p> <ul style="list-style-type: none"> <li>● Sources of finance for a start-up or established small business:</li> <li>○ short-term sources: overdraft and trade credit</li> <li>○ long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowd funding.</li> </ul>						
<b>Lesson Tasks</b>	<ul style="list-style-type: none"> <li>● Low stakes knowledge retrieval exercise (LSKRE) to advise or inform adaptive teaching.</li> <li>● Understand how to make a business idea happen through identifying aims and objectives and concentrating on the financial aspects.</li> <li>● Investigate the importance of cash to a business.</li> <li>● Make informed judgements regarding cash flow and sources of business finance.</li> </ul>				✓		
<b>Resources</b>	<a href="#">PowerPoint Link</a> <a href="#">Business - BBC News</a> <a href="#">Public Drive resource: Theme 1 Vocab</a>		✓		✓		✓
<b>DRAFT</b>	<b>End of Topic 3 exam:</b> Reflect on the topic exam and areas that require further understanding and revision.		✓				
<b>Literacy</b>	<p><b>Tier 3 vocabulary:</b> Aims, Objectives, Private Sector, Public Sector, Revenue, Fixed Costs, Variable Costs, Profit, Loss, Interest, Break Even, Contribution, Margin of Safety, Cash flow, Inflows, Outflows, Net cashflow, Overdraft, Trade Credit, Venture Capitalist, Share Capital, Retained Profit, Crowd Funding</p> <p><b>Tier 2 vocabulary:</b> realistic, reflect, rigorous, specify, evaluate, appropriate, identify, outcome, conclude, interpret, compare, implement,</p>				✓		
<b>Numeracy</b>	Calculations of revenue, fixed and variable costs, total costs, profit and loss, interest, breakeven level of output, margin of safety.				✓		
<b>Challenge</b>	Investigate the importance of cash to a business. Consider the impact of cash flow and the different sources of finance, depending on the suitability due to the business size and type.	✓					✓

Topic	1.4. Making the Business Effective	C	R	E	A	T	E
<b>NC Learning Intention</b>	Know and understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society Develop and apply quantitative skills relevant to business, including using and interpreting data.						
<b>Lesson Learning Intentions</b>	<p>5. The options for start-up and small business</p> <ul style="list-style-type: none"> <li>• The concept of limited liability: <ul style="list-style-type: none"> <li>○ limited and unlimited liability</li> <li>○ the implications for the business owner(s) of limited and unlimited liability.</li> </ul> </li> <li>• The types of business ownership for start-ups: <ul style="list-style-type: none"> <li>○ sole trader, partnership, private limited company</li> <li>○ the advantages and disadvantages of each type of business ownership.</li> </ul> </li> <li>• The option of starting up and running a franchise operation: <ul style="list-style-type: none"> <li>○ the advantages and disadvantages of franchising.</li> </ul> </li> </ul> <p>6. Business location</p> <ul style="list-style-type: none"> <li>• Factors influencing business location: <ul style="list-style-type: none"> <li>○ proximity to: market, labour, materials and competitors</li> <li>○ nature of the business activity</li> <li>○ the impact of the internet on location decisions: e-commerce and/or fixed premises.</li> </ul> </li> </ul> <p>7. The marketing Mix</p> <ul style="list-style-type: none"> <li>• What the marketing mix is and the importance of each element: <ul style="list-style-type: none"> <li>○ Price, product, promotion, place.</li> </ul> </li> <li>• How the elements of the marketing mix work together: <ul style="list-style-type: none"> <li>○ balancing the marketing mix based on the competitive environment</li> <li>○ the impact of changing consumer needs on the marketing mix</li> <li>○ The impact of technology on the marketing mix: e-commerce, digital communication.</li> </ul> </li> </ul> <p>8. Business plans</p> <ul style="list-style-type: none"> <li>• The role and importance of a business plan: <ul style="list-style-type: none"> <li>○ to identify: the business idea; business aims and</li> </ul> </li> <li>• objectives; target market (market research); forecast revenue, cost and profit; cash-flow forecast; sources of finance; location; marketing mix.</li> <li>• The purpose of planning business activity: <ul style="list-style-type: none"> <li>○ the role and importance of a business plan in minimising risk and obtaining finance.</li> </ul> </li> </ul>				✓	✓	✓

<b>Lesson Tasks</b>	<ul style="list-style-type: none"> <li>• Low stakes knowledge retrieval exercise (LSKRE) to advise or inform adaptive teaching.</li> <li>• Explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.</li> <li>• Understand the different options for starting up the business.</li> <li>• Consider the variety of factors that impact location.</li> <li>• Analyse the role of the marketing mix on decision making.</li> <li>• Investigate the role and importance of business planning.</li> </ul>				✓		
<b>Resources</b>	<a href="#">PowerPoint Link</a> <a href="#">Business - BBC News</a> <a href="#">Public Drive resource: Theme 1 Vocab</a>		✓		✓		✓
<b>DRAFT</b>	<b>End of Topic 4 exam:</b> Reflect on the topic exam and areas that require further understanding and revision.		✓				
<b>Literacy</b>	<p><b>Tier 3 vocabulary:</b> Unlimited liability, Limited Liability, Sole Trader, Partnership, Private Limited Company, Franchise, Franchisor, Franchisee, Royalty Payments, Proximity to market, Labour, Infrastructure, Marketing Mix, Business Plan</p> <p><b>Tier 2 vocabulary:</b> implications, advantage, alternative, appropriate, identify, balanced, benefits, independent, commit, option, elements, proximity, nature, activity, communication, identify, obtaining, data, competitive, generate, factors,</p>			✓			
<b>Numeracy</b>	Use of quantitative data from research and cash flow forecasts in business plan.			✓			
<b>Challenge</b>	Investigate the importance of selecting the right type of ownership for starting a business. Consider the impact of unlimited liability, the benefits and drawbacks of each type of ownership.	✓					✓
<b>Topic</b>	<b>1.5. Understanding external influences on business</b>						
<b>NC Learning Intention</b>	Apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts.	C	R	E	A	T	E
<b>Lesson Learning Intentions</b>	<p>6. Business Stakeholders</p> <ul style="list-style-type: none"> <li>• Who business stakeholders are and their different objectives: <ul style="list-style-type: none"> <li>○ shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government.</li> </ul> </li> <li>• Stakeholders and businesses: <ul style="list-style-type: none"> <li>○ how stakeholders are affected by business activity</li> <li>○ how stakeholders impact business activity</li> <li>○ possible conflicts between stakeholder groups.</li> </ul> </li> </ul>				✓	✓	✓

	<p>7. Technology and business</p> <ul style="list-style-type: none"> <li>• Different types of technology used by business: <ul style="list-style-type: none"> <li>○ e-commerce</li> <li>○ social media</li> <li>○ digital communication</li> <li>○ payment systems.</li> </ul> </li> <li>• How technology influences business activity in terms of: <ul style="list-style-type: none"> <li>○ sales</li> <li>○ costs</li> <li>○ marketing mix.</li> </ul> </li> </ul> <p>8. Legislation and business</p> <ul style="list-style-type: none"> <li>• The purpose of legislation: <ul style="list-style-type: none"> <li>○ principles of consumer law: quality and consumer rights</li> <li>○ principles of employment law: recruitment, pay, discrimination and health and safety.</li> </ul> </li> <li>• The impact of legislation on businesses: <ul style="list-style-type: none"> <li>○ cost</li> <li>○ consequences of meeting and not meeting these obligations.</li> </ul> </li> </ul> <p>9. The economy and business</p> <ul style="list-style-type: none"> <li>• The impact of the economic climate on businesses: <ul style="list-style-type: none"> <li>○ unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates</li> </ul> </li> </ul> <p>10. External influences</p> <ul style="list-style-type: none"> <li>• The importance of external influences on business: <ul style="list-style-type: none"> <li>○ possible responses by the business to changes in: technology, legislation, the economic climate.</li> </ul> </li> </ul>						
<p><b>Lesson Tasks</b></p>	<ul style="list-style-type: none"> <li>• Low stakes knowledge retrieval exercise (LSKRE) to advise or inform adaptive teaching.</li> <li>• Introduced to a range of factors, many of which are outside of the immediate control of the business.</li> <li>• Understand the impact of stakeholders on a business.</li> <li>• Identify how technology can influence business activity.</li> <li>• Explore the purpose and impact of legislation on a business.</li> <li>• Investigate the impact of the economic climate of businesses.</li> </ul>				✓		

	<ul style="list-style-type: none"> <li>Explore how businesses respond to these external influences.</li> </ul>						
<b>Resources</b>	<a href="#">PowerPoint Link</a> <a href="#">Business - BBC News</a> <a href="#">Public Drive resource: Theme 1 Vocab</a>		✓		✓		✓
<b>DRAFT</b>	<b>End of Topic 5 exam:</b> Reflect on the topic exam and areas that require further understanding and revision.		✓				
<b>Literacy</b>	<p><b>Tier 3 vocabulary:</b> Stakeholders, Shareholders, Pressure Groups, E-Commerce, Digital communications, Payment Systems, Legislation, Consumer Law, Employment Law, Consumer incomes, Unemployment, Inflation, Interest rates, Taxation, Income tax, VAT, National insurance, Exchange rates, Imports, Exports, Pensions, Unemployment, Inflation, Interest rates, Taxation</p> <p><b>Tier 2 vocabulary:</b> legislation, economy, influences, conflicts, domestic, discriminate, disclosure, guidelines, illegal, legal, outcome, conflict, locate, criteria, consequence, qualities, reference, retain, develop</p>			✓			
<b>Numeracy</b>	Calculating exchange rates and considering the impact on business.			✓			
<b>Challenge</b>	Investigate conflicts which could arise with stakeholders. Consider what each stakeholder seeks from the business, the impact on the business activity and the impact of a business resolving these conflicts.	✓					✓
<b>Topic</b>	<b>2.1. Growing the Business</b>						
<b>NC Learning Intention</b>	Know and understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society. Apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts	C	R	E	A	T	E
<b>Lesson Learning Intentions</b>	4. Business Growth <ul style="list-style-type: none"> <li>Methods of business growth and their impact:             <ul style="list-style-type: none"> <li>internal (organic) growth: new products (innovation, research and development), new markets (through changing the marketing mix or taking advantage of technology and/or expanding overseas)</li> <li>external (inorganic) growth: merger, takeover.</li> </ul> </li> <li>The types of business ownership for growing businesses:             <ul style="list-style-type: none"> <li>public limited company (plc)</li> </ul> </li> <li>Sources of finance for growing and established businesses:             <ul style="list-style-type: none"> <li>internal sources: retained profit, selling assets</li> </ul> </li> </ul>				✓	✓	✓



	<ul style="list-style-type: none"> <li>○ external sources: loan capital, share capital, including stock market flotation (public limited companies).</li> </ul> <p>5. Changes in business aims and objectives</p> <ul style="list-style-type: none"> <li>● Why business aims and objectives change as businesses evolve: <ul style="list-style-type: none"> <li>○ in response to: market conditions, technology, performance, legislation, internal reasons.</li> </ul> </li> <li>● How business aims and objectives change as businesses evolve: <ul style="list-style-type: none"> <li>○ focus on survival or growth</li> <li>○ entering or exiting markets</li> <li>○ growing or reducing the workforce</li> <li>○ increasing or decreasing product range.</li> </ul> </li> </ul> <p>6. Business and globalisation</p> <ul style="list-style-type: none"> <li>● The impact of globalisation on businesses: <ul style="list-style-type: none"> <li>○ imports: competition from overseas, buying from overseas</li> <li>○ exports: selling to overseas markets</li> <li>○ changing business locations</li> <li>○ multinationals.</li> </ul> </li> <li>● Barriers to international trade: <ul style="list-style-type: none"> <li>○ tariffs</li> <li>○ trade blocs.</li> </ul> </li> <li>● How businesses compete internationally: <ul style="list-style-type: none"> <li>○ the use of the internet and e-commerce</li> <li>○ changing the marketing mix to compete internationally</li> </ul> </li> </ul>						
<b>Lesson Tasks</b>	<ul style="list-style-type: none"> <li>● Low stakes knowledge retrieval exercise (LSKRE) to advise or inform adaptive teaching.</li> <li>● Introduced to methods of growth and suitability to businesses.</li> <li>● Explore how and why business aims and objectives change as businesses evolve.</li> <li>● Understand the impact of globalisation on a business.</li> <li>● Investigate the ethical and environmental questions facing businesses.</li> </ul>				✓		
<b>Resources</b>	<a href="#">PowerPoint Link</a> <a href="#">Business - BBC News</a> <a href="#">Public Drive resource: Theme 2 Vocab</a>		✓		✓		✓

<b>DRAFT</b>	<b>End of Topic 1 exam:</b> Reflect on the topic exam and areas that require further understanding and revision.		✓				
<b>Literacy</b>	<b>Tier 3 vocabulary:</b> Organic growth, Inorganic growth, Takeover, Merger, Public limited company, Retained profits, Assets, Share capital, Stock market, Market conditions, Survival, Product ranges, Globalisation, Imports, Exports, Multinationals, Tariffs, Trade Blocs, Marketing Mix, Ethics, Trade-off, Sustainability, Pressure groups <b>Tier 2 vocabulary:</b> evolve, sources, consequence, project, criteria, culture, expand, finance, influence, internal, external, locate, justify, interpret, compare, benefits, legislation, survival,			✓			
<b>Numeracy</b>	Understand the financial impact of international businesses such as the costs of exporting.			✓			
<b>Challenge</b>	Investigate the impact of the different options for growing the business. Considering the impact on target markets, sources of finance, control and ownership of the business.	✓					✓

Topic	2.2. Making Marketing Decisions	C	R	E	A	T	E
<b>NC Learning Intention</b>	Develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen and draw on evidence to make informed business decisions and solve business problems.						
<b>Lesson Learning Intentions</b>	<p>6. Product</p> <ul style="list-style-type: none"> <li>• The design mix: <ul style="list-style-type: none"> <li>○ function, aesthetics, cost.</li> </ul> </li> <li>• The product life cycle: <ul style="list-style-type: none"> <li>○ the phases of the product life cycle</li> <li>○ extension strategies.</li> </ul> </li> <li>• The importance to a business of differentiating a product/ service.</li> </ul> <p>7. Price</p> <ul style="list-style-type: none"> <li>• pricing strategies <ul style="list-style-type: none"> <li>○ influences on pricing strategies: technology, competition, market segments, product life cycle.</li> </ul> </li> </ul> <p>8. Promotion</p> <ul style="list-style-type: none"> <li>• appropriate promotion strategies for different market segments: advertising, sponsorship, product trials, special offers, branding</li> <li>• the use of technology in promotion: targeted advertising online, viral advertising via social media, e-newsletters.</li> </ul> <p>9. Place</p> <ul style="list-style-type: none"> <li>• methods of distribution: retailers and e-tailers (e-commerce).</li> </ul> <p>10. Using the marketing mix to make business decisions</p> <ul style="list-style-type: none"> <li>• How each element of the marketing mix can influence other elements. <ul style="list-style-type: none"> <li>○ Using the marketing mix to build competitive advantage.</li> <li>○ How an integrated marketing mix can influence competitive advantage</li> </ul> </li> </ul>				✓	✓	✓
<b>Lesson Tasks</b>	<ul style="list-style-type: none"> <li>• Low stakes knowledge retrieval exercise (LSKRE) to advise or inform adaptive teaching.</li> <li>• Explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.</li> <li>• Understand the role of the design mix and the product lifecycle.</li> </ul>				✓		

	<ul style="list-style-type: none"> <li>• Explore the influence of pricing strategies.</li> <li>• Investigate the appropriate promotional strategies.</li> <li>• Understand the methods of distribution.</li> <li>• Understand how each element of the marketing mix can influence other elements.</li> </ul>						
<b>Resources</b>	<a href="#">PowerPoint Link</a> <a href="#">Business - BBC News</a> <a href="#">Public Drive resource: Theme 2 Vocab</a>		✓		✓		✓
<b>DRAFT</b>	<b>End of Topic 2 exam:</b> Reflect on the topic exam and areas that require further understanding and revision.		✓				
<b>Literacy</b>	<b>Tier 3 vocabulary:</b> Dynamic, Customer needs, Obsolete, Design mix, Function, Aesthetics, Product life cycle, Extension strategies, Differentiation, Branding, Pricing Strategies, High volume strategy, High margin strategy, Skimming, Penetration pricing, Cost plus strategy, Market segments, Advertising, Market Segments, Sponsorship, Product Trial, Targeted Advertising, Viral Advertising, Retailers, E-Tailer, Marketing mix, Competitive advantage <b>Tier 2 vocabulary:</b> extend, function, appropriate, benefits, modify, concept, outcome, features, locate, create, project, design, task, criteria, consumer, develop, undertake, assess, evaluate, aesthetics, strategies,			✓			
<b>Numeracy</b>	Calculate the impact of differing pricing strategies on the business.			✓			
<b>Challenge</b>	Investigate the impact of the marketing mix at the different stages of the Product Life cycle. Consider the impact at introduction, Growth, Maturity and Decline. Explore the options to the business at each stage.	✓					✓

Topic	2.3. Making Operational Decisions	C	R	E	A	T	E
NC Learning Intention	Investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth of understanding of business.						
Lesson Learning Intentions	<p>5. Business operations</p> <ul style="list-style-type: none"> <li>• The purpose of business operations: <ul style="list-style-type: none"> <li>○ to produce goods</li> <li>○ to provide services.</li> </ul> </li> <li>• Production processes: <ul style="list-style-type: none"> <li>○ different types: job, batch, flow</li> <li>○ the impact of different types of production process: keeping productivity up and costs down and allowing for competitive prices.</li> </ul> </li> <li>• Impacts of technology on production: <ul style="list-style-type: none"> <li>○ balancing cost, productivity, quality and flexibility.</li> </ul> </li> </ul> <p>6. Working with suppliers</p> <ul style="list-style-type: none"> <li>• Managing stock: <ul style="list-style-type: none"> <li>○ interpretation of bar gate stock graphs</li> <li>○ the use of just in time (JIT) stock control.</li> </ul> </li> <li>• The role of procurement: <ul style="list-style-type: none"> <li>○ relationships with suppliers: quality, delivery (cost, speed, reliability), availability, cost, trust</li> <li>○ the impact of logistics and supply decisions on: costs, reputation, customer satisfaction.</li> </ul> </li> </ul> <p>7. Managing quality</p> <ul style="list-style-type: none"> <li>• The concept of quality and its importance in:</li> <li>• the production of goods and the provision of services: quality control and quality assurance <ul style="list-style-type: none"> <li>○ allowing a business to control costs and gain a competitive advantage.</li> </ul> </li> </ul> <p>8. The sales process</p> <ul style="list-style-type: none"> <li>• product knowledge, speed and efficiency of service, customer engagement, responses to customer feedback, post-sales service.</li> <li>• The importance to businesses of providing good customer service.</li> </ul>				✓	✓	✓

<b>Lesson Tasks</b>	<ul style="list-style-type: none"> <li>• Low stakes knowledge retrieval exercise (LSKRE) to advise or inform adaptive teaching.</li> <li>• Understand how a business meets customer needs through the design, supply, quality and sales decisions a business makes.</li> <li>• Explore the purpose of business operations and different types of production processes</li> <li>• Investigate the role of stock management and the importance of relationships in procurement.</li> <li>• Explore the concept of quality and importance to the success of a business.</li> <li>• Understand the stages in the sales process and the role of good customer service.</li> </ul>				✓		
<b>Resources</b>	<a href="#">PowerPoint Link</a> <a href="#">Business - BBC News</a> <a href="#">Public Drive resource: Theme 2 Vocab</a>		✓		✓		✓
<b>DRAFT</b>	<b>End of Topic 3 exam:</b> Reflect on the topic exam and areas that require further understanding and revision.		✓				
<b>Literacy</b>	<p><b>Tier 3 vocabulary:</b> Operations, Job production, Batch production, Flow production, Productivity, Stock, Bar gate stock graph, Re-order level, Buffer stock, Lead time, Just in Time, Procurement, Logistics, Quality, Quality Assurance, Quality control, Customer Interest, Product Knowledge, Speed and efficiency of service, Customer engagement, Post-sales service, Customer Loyalty, Customer Service</p> <p><b>Tier 2 vocabulary:</b> relationships, quality, reputation, satisfaction, concept, assurance, purpose, resolve, consequence,</p>			✓			
<b>Numeracy</b>	Calculations involved with stock management. Such as lead times, stock reorder quantities.			✓			
<b>Challenge</b>	Investigate the role of procurement. Consider the importance of the relationship with suppliers and how these decisions and impact on the supplies.	✓					✓