

LONG TERM PLANS

Year Overview (GCSE Business Studies)

ESS Faculty	
YEAR 11	
Autumn term	
Half term 1	Half term 2
<p>Topic 3.1 Marketing <i>Aims: To understand how research is collected, interpreted and used to make decisions, how businesses can break down sales into product trials and repeat purchases, how the product life cycle and the Boston Matrix can be used to analyse a business's products, the importance of branding and differentiation.</i></p> <p>Key Assessment Activity: 'Over To You' case study End of topic test (exam practice)</p>	<p>Topic 3.2 Meeting Customer Needs <i>Aims: To understand the effects design and research and development can have on product differentiation, how stock control can be managed effectively, how effective customer service can be achieved and the effects of legislation on business.</i></p> <p>Key Assessment Activity: 'Over To You' case study End of topic test (exam practice)</p>
Spring term	
Half term 1	Half term 2
<p>Topic 3.3 Effective Financial Management <i>Aim: To understand how to improve cash flow and profit, analyse break-even charts and their use, consider how changes in price and costs can affect the break-even point and consider sources of finance for business growth.</i></p> <p>Key Assessment Activity: 'Over To You' case study End of topic test (exam practice)</p>	<p>3.4 Effective People Management <i>Aims: To understand how the organisational structure of a business can be reflected in an organisational chart and the importance of organisational structures, how different businesses have different structures, the factors that affect motivation at work, the impact of effective and poor communication in an organisation and the various methods used to remunerate people.</i></p> <p>Key Assessment Activity: 'Over To You' case study End of topic test (exam practice)</p>
Summer term	
Half term 1	Half term 2

3.5 The wider world affecting Business

Aim: To understand the meaning of nature and ethics in business, how businesses are affected by environmental issues and controls, and the ways in which export and import controls, legislation, regulation and taxation affect international trade and businesses.

Key Assessment Activity:

'Over To You' case study
End of topic test (exam practice)

REVISION AND EXAM PRACTICE

Aims: To understand what is required from the Controlled assessment Unit by undertaking a practice and learning from feedback.

Key Assessment Activity: Practice controlled assessment

'Over To You' case study
End of topic test (exam practice)