

Business Studies YEAR PLANNER (LTP) – YEAR 11

Term	Learning Content/Skills AO1 – Knowledge & Understanding AO2 – Application AO3 – Evaluation / Discussion		Assessment Schedule*	Home Learning Support (How students can extend learning in addition to homework)
Autumn 1	Topic 3.1 Marketing	Topic 3.1 Marketing This topic considers how to make a business stand out in a competitive marketplace. Businesses need to think constantly about how to gain an advantage over the competition, through either product, service or image. Students should distinguish between tactical ways of boosting sales temporarily and strategic ways of developing the business in the medium term.	End of Unit Test	Extended reading Video games 'aid business skills http://www.bbc.co.uk/news/business-28139058 Playing the right kinds of video games can help develop valuable business skills such as problem-solving, planning and decision-making, a new study suggests.
Autumn 2	Topic 3.2 Meeting customer needs	Topic 3.2 Meeting customer needs This topic focuses on how to achieve customer satisfaction and therefore, repeat purchase. It brings in elements of operations management to provide a rounded approach to the process of meeting or exceeding customer expectations.	End Of Unit Test	Complex puzzle games are good at developing the kind of brain functions needed to succeed in a business environment, according to the report from Nanyang Technological University (NTU) in Singapore. Food waste reduction could help feed world's starving http://www.bbc.co.uk/news/business-28092034 practice exam technique for Unit 1 multiple choice question
Spring 1	Topic 3.3 Effective financial management	Topic 3.3 Effective financial management Successful operations need to be turned into financial success, if only to finance the	End of Unit Test	reading the question, highlighting key words in the question and within the possible answers Learn key terms as multiple choice tend to be knowledge based questions

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	Topic 3.4 Effective people management	<p>development of the business. This section considers how to achieve this. The emphasis is on financial decision making, not the recording of information on a Profit and Loss Account or balance sheet.</p> <p>Topic 3.4 Effective people management A key difference between starting and building a business is the number of staff and the complexity of dealing with staff. This topic should lead students to consider whether the staff of an individual business really are 'its greatest asset'.</p>		<p>For unit 3 practise the technique of using the phrase in the question to write an opening statement.</p> <p>Then using because to explain</p> <p>Then using therefore or this leads to and this may end in the effect on revenue, costs / profit</p> <p>e.g. It is important for a business to produce a good quality product. This is because it will strengthen the brand and increase repeat purchase. Products with strong brand loyalty can charge a higher price, which will lead to an increase profits.</p>
Spring 2	Topic 3.5 The wider world affecting business	<p>Topic 3.5 The wider world affecting business The economic and social context are important influences on the success or failure of a business. The ethical stance of each business also affects its social acceptability and perhaps, therefore, its success. Students need to understand the difficult environmental, social and ethical questions facing businesses.</p>	End of Unit Test	
Summer 1		Revision	Exam Paper practice	
Summer 2				

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