

YEAR 11 CURRICULUM INFORMATION – BUSINESS

	Autumn 1	Autumn 2
What will students be learning?	Topic 2.2 Making marketing decisions – students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.	Topic 2.3 Making operational decisions – this topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.
How will students be assessed?	Through key knowledge tests, half termly MSA's, do now tasks, think, pair, share in teacher PPT's, EoY assessments.	Through key knowledge tests, half termly MSA's, do now tasks, think, pair, share in teacher PPT's, EoY assessments.
Literacy – What keywords will be taught?	Design mix, Product life cycle, Extension strategies, Pricing strategies, Promotion strategies, Viral advertising, Methods of distribution, Marketing mix, Competitive advantage.	Business operations, Job, batch and flow, Productivity, Bar gate stock graph, JIT stock control, Procurement, Quality control, Quality assurance, Sales process, Customer service.
What employability skills are being developed?	Cognitive skills e.g. decision making and reasoning. Interpersonal skills e.g. communication, teamwork, organisation. Intrapersonal skills e.g. adaptability and self-management.	Cognitive skills e.g. decision making and reasoning. Interpersonal skills e.g. communication, teamwork, organisation. Intrapersonal skills e.g. adaptability and self-management.
Wider Curriculum Links?	English – written analysis, writing to advise	Product Design – CAD, CAM English – written analysis, writing to advise
What useful websites are there for this topic?	https://www.bbc.co.uk/bitesize http://www.businessed.co.uk/ https://senecalearning.com	https://www.bbc.co.uk/bitesize http://www.businessed.co.uk/ https://senecalearning.com
What wider reading could be done for this topic?	Listen to BBC News	Listen to BBC News
What else can students be doing independently to develop their understanding of this topic?	Prepare revision cards/notes.	Prepare revision cards/notes.