

## Year 11 Business Studies- Theme 2

	Autumn 1 Growing a business	Autumn 2 Making marketing decisions	Spring 1 Making operational decisions	Spring 2 Making financial decision	Summer 1 Making human resource decisions	Summer 2
Topics	2.1 Business growth. Changes in business objectives. Business & globalisation. Ethics, the environment & business.	2.2 Product. Price. Place. Promotion. Using the marketing mix to make decisions.	2.3 Business operations. Working with suppliers. Managing quality. The sales process.	2.4 Business calculations. Understanding business performance.	2.5 Organisational structures. Effective recruitment. Effective training and development. Motivation.	Terminal exam preparation
Assessment	Knowledge quizzes. Learning mats. End of topic test. Edexcel assessment materials.	Knowledge quizzes. Learning mats. End of topic test. Edexcel assessment materials.	Knowledge quizzes. Learning mats. End of topic test. Edexcel assessment materials.	Knowledge quizzes. Learning mats. End of topic test. Edexcel assessment materials.	Knowledge quizzes. Learning mats. End of topic test. Edexcel assessment materials.	Edexcel assessment materials. Additional revision sessions.

Building on Prior Learning	Theme 2 topics are a natural progression and development from the Theme 1 topics studied in Year 10
Links with other subjects	The course has a financial element and this overlaps with basic number a graphical work within maths. Some terms and phrases used in business studies also overlap with Economics and Geography. Invention and innovation also has links to DT based subjects.
Extracurricular opportunities	Departmental revisions session. Business Club (Thursday lunchtime).
A successful learner in this subject will demonstrate	A successful learner will have a good knowledge of key terms and be able to apply them to a range of contexts accurately. In addition, they will demonstrate precise and methodical examination technique. Finally, they will independently engage with their own learning and follow business stories in the media and ask searching, thought provoking questions.
Impact on personal development	Business studies will help to support potential entrepreneurs in the development of their ideas and in general broaden their understanding of the world of business and work.



Ways to support student learning in this subject

- Encourage wider reading
- Having conversations with working adults
- Watching the business news
- Watching programmes such as Dragons' Den and The Apprentice
- Visiting [www.businessed.co.uk](http://www.businessed.co.uk) to support the understanding of subject content
- Visiting [www.quizlet.com](http://www.quizlet.com) to support the learning of key terms
- Become a critical consumer!