

Sackville School Business Curriculum - Year 11



TERM	WHAT? (Is delivered?)	WHY? (Is this important?)	WHY NOW? (Why is this taught now?)	IMPACT? (What is the impact at the end of this half term?)	ASSESSMENT
Aut 1	Making marketing decisions.	<ul style="list-style-type: none"> Introduces product, the design mix, the product life cycle and the importance of differentiating a product or service. Introduces price - pricing strategies and influences on pricing strategies. Introduces students to promotion - promotional strategies for different market segments and the use of technology in promotion. Includes place - methods of distribution Uses the marketing mix to make business decisions - how each element of the marketing mix can influence other elements. 	<ul style="list-style-type: none"> Students will be introduced to national and global business contexts and will develop an understanding of how these contexts impact business behaviour and decisions. National contexts build on those in Theme 1 and relate to businesses operating in more than one location or across the UK. Global contexts relate to non-UK or transnational businesses. 	Students will be able to: <ul style="list-style-type: none"> Draw a product life cycle and identify issues a business must consider at each stage of the product life cycle. List ways in which technology might affect the pricing decisions of a business. Describe the difference between sponsorship and sales promotions. Describe why place is a key aspect of the marketing mix. Explain how a pricing decision might impact a business's promotion. 	Topic test 2.2 2.2 retrieval practice 2.2 OOL doc 2.2 Learning mat
Aut 2	Making operational decisions	<ul style="list-style-type: none"> Introduces students to business operations - the purpose of business operations, different types of production process and the impact of technology on production. Includes working with suppliers - managing stock and the role of procurement. Includes managing quality - the concept of quality and its importance. Introduces the sales process - the nature of the sales process and the importance to a business of providing good customer service.. 	<ul style="list-style-type: none"> Students further develop their understanding of the interdependent nature of business activity through interactions between business operations, finance, marketing and human resources, as well as the relationship between the business and the environment in which it operates. Students can start to how apply their knowledge and understanding to different business contexts affect business decisions 	Students will be able to: <ul style="list-style-type: none"> Describe the impact that technology can have on production. Summarise the problems that a business might experience if it stores a lot of stock. Explain why quality is important to a business. Describe why it is important for sales staff to have good product knowledge. 	Topic test 2.3 2.3 retrieval practice 2.3 OOL doc 2.3 Learning mat
Spr 1	Making financial decisions	<ul style="list-style-type: none"> Includes business calculations - the concept and calculation of 	<ul style="list-style-type: none"> Students draw on their knowledge and understanding of Theme 1 	Students will be able to: <ul style="list-style-type: none"> Describe the difference between 	Topic test 2.4 2.4 retrieval practice

		<p>gross profit and net profit and the calculation and interpretation of the gross profit margin, the net profit margin and the average rate of return.</p> <ul style="list-style-type: none"> Includes understanding business performance - the use and interpretation of quantitative business data to support, inform and justify business decisions and the use and limitations of financial information. 	<p>and 2 topics to apply a range of quantitative skills relevant to business contexts. This includes calculations and the interpretation, use and limitation of quantitative and qualitative data in business contexts to support, inform and justify business decisions.</p>	<p>gross and net profit.</p> <ul style="list-style-type: none"> Explain how a business could use the average rate of return to help make decisions about its future investments. Give limitations of financial information. Describe how a business could use market data to make business decisions. 	<p>2.4 OOL doc 2.4 Learning mat</p>
Spr 2	Making human resource decisions	<ul style="list-style-type: none"> Introduce organisational structures - different organisational structures and when each are appropriate, the importance of effective communication and different ways of working. Includes effective recruitment - different job roles and responsibilities, and how businesses recruit people. Includes effective training and development - how and why businesses train and develop employees. Introduces motivation - the importance of motivation in the workplace and how businesses motivate employees. 	<ul style="list-style-type: none"> Students can understand how these functional areas influence business activity and how interdependencies and relationships between them underpin business decisions. 	<p>Students will be able to:</p> <ul style="list-style-type: none"> Describe the impacts of excessive communication in a business. Describe the difference between a permanent and temporary contract and give examples. Describe the difference between the role of a senior manager and the role of a supervisor or team leader. Describe what you would expect to find in an application form and explain why businesses need this information from applicants. Describe why a business would choose to train and develop its employees. Describe why a business needs to motivate its employees. 	<p>Topic test 2.5 2.5 retrieval practice 2.5 OOL doc 2.5 Learning mat Theme 2 Paper</p>
Sum 1					
Sum 2					

Links to L4L Curriculum and Gatsby Benchmarks:

- Thinking about why business objectives change
- Impacts of international trade and competing internationally (ethics)
- Importance of relationships with Suppliers and procurement

- Considering different job roles and responsibilities, recruitment and selection
- Motivation and exam skills