





**Business Planning**

**Subject Links:**

ICT

Economics

Mathematics





	<b>Social Media</b>	<ul style="list-style-type: none"><li>• Benefits: wider reach, cost-effective marketing, real-time feedback.</li><li>• Risks: reputational damage, negative feedback visibility, data misuse.</li></ul> <p><b>Social media policies and real-world application</b></p> <ul style="list-style-type: none"><li>• Compare social media policies of different businesses.</li><li>• Review and analyse recent social media posts for tone, brand image, and effectiveness.</li><li>• How businesses manage their online presence to maintain stakeholder trust.</li></ul>			
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	<b>Subject Links:</b> Economics Mathematics				
Spring 1	<b>Making the Business Effective</b>	<b>Options for start ups</b>  The concept of limited liability:	Private and ublic limited Company Franchise Sole Trader Partnerships	Multiple choice past paper questions	Core resources:



			Technological Impact Digital Communication E Commerce		
Spring 2	<p><b>Understanding External Influences</b></p> <p><b>Stakeholders</b></p> <p><b>Technology</b></p>	<p>Who business stakeholders are and their different objectives:</p> <ul style="list-style-type: none"> <li>shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government. Stakeholders and businesses:</li> <li>how stakeholders are affected by business activity how stakeholders impact business activity</li> <li>possible conflicts between stakeholder groups.</li> </ul> <p>Different types of technology used by business:</p> <ul style="list-style-type: none"> <li>e-commerce</li> <li>social media</li> <li>digital communication</li> <li>payment systems.</li> <li>How technology influences business activity in terms of: <ul style="list-style-type: none"> <li>sales</li> <li>costs</li> <li>marketing mix.</li> </ul> </li> </ul> <p>The purpose of legislation:</p>	<p>Shareholders employees, customers, managers, suppliers, local community, pressure groups, and the government. Linked to Finance</p> <p>Linked to making informed decisions and cost effectiveness Customer Service</p>		

	<b>Legislation</b>	<ul style="list-style-type: none"> <li>• principles of consumer law: quality and consumer rights</li> <li>• principles of employment law: recruitment, pay, discrimination and health and safety.</li> <li>• The impact of legislation on businesses:</li> <li>• cost</li> <li>• consequences of meeting and not meeting these obligations.</li> </ul>	Link to employers and employee decision making, costs and reputation.		
	<b>Economy</b>	<p>The impact of the economic climate on businesses:</p> <ul style="list-style-type: none"> <li>• Unemployment</li> <li>• changing levels of consumer income</li> <li>• inflation</li> <li>• Changes in interest rates</li> <li>• government taxation</li> <li>• , and changes in exchange rates.</li> </ul>	Economic Growth and Decline Business Cycles		
	<b>External Influences</b>	<p>The importance of external influences on business:</p> <ul style="list-style-type: none"> <li>• possible responses by the business to changes in: technology</li> <li>• Legislation</li> <li>• the economic climate.</li> </ul>			

Term	Topic(s) and links to other subjects	Core Knowledge	Core Vocabulary	Assessment	Resources
Autumn 1	<p><b>Business Stakeholders</b></p> <p><b>Technology and Business</b></p> <p><b>Legislation and Business</b></p> <p><b>Subject Links:</b>            Geography            History            Economics            Mathematics</p>	<p><b>Stakeholders</b></p> <ul style="list-style-type: none"> <li>• What a stakeholder is (e.g. customers, employees, suppliers, owners, community, government).</li> <li>• Different stakeholder objectives and how they can conflict (e.g. profit vs fair pay).</li> <li>• Business decisions impact stakeholders and vice versa.</li> </ul> <p><b>Technology</b></p> <ul style="list-style-type: none"> <li>• How new technologies affect how businesses operate, communicate and compete.</li> <li>• Examples include e-commerce, digital marketing, social media, and automation.</li> </ul> <p><b>Legislation</b>            Laws and regulations on business operations:            Consumer law (product quality, safety, rights)            Employment law (pay, discrimination, health and safety)            How complying or failing to comply affects costs, reputation, and legal consequences</p> <p><b>The Economy</b>            How interest rates affect consumer and business borrowing/spending.            How inflation influences prices, wages, and purchasing power.            The role of exchange rates for importers and exporters.</p>	Aims and objectives Business cycle Conflict of stakeholder interests Consumer law Consumer spending Digital communication E-commerce Employment law Environmental considerations Ethics Exchange rate External growth External influence Franchise Franchisee Franchisor Globalisation Imports Income Inflation Interest rate Internal (organic) growth Legislation Limited liability Loan capital Merger Pressure group Private limited company (Ltd)	Multiple choice past paper questions  1.5 End of topic test (50 mins)  2.1 End of topic test (50 mins)	Core resources:  Business course companion  Flashcards  Key term glossary  Seneca Learning  BBC Bitesize  News Outlets

	<p><b>The Economy and Business</b></p> <p><b>External Influences and Business Responses</b></p> <p><b>Business Growth</b></p>	<p>The impact of consumer income and confidence on demand.  External Influences and Business Responses  Importance of being responsive to:  Market changes  Competitors  Economic conditions  Technological innovation  Adapting products, pricing, or strategy based on these external changes.</p> <p><b>Business Growth</b></p> <ul style="list-style-type: none"> <li>• The methods of organic (internal) growth: <ul style="list-style-type: none"> <li>○ Increasing output</li> <li>○ Launching new products</li> </ul> </li> <li>• Understand methods of external growth: <ul style="list-style-type: none"> <li>○ Mergers</li> <li>○ Takeovers</li> </ul> </li> <li>• The role of aims and objectives (e.g., increasing market share, achieving sales targets) in guiding growth and keeping stakeholders aligned.</li> </ul>	Public limited company (PLC) Reward Risk Share capital Social media Stakeholder Stock market flotation Sustainability Takeover (acquisition) Tariff Taxation Technology The economy Trade bloc Unemployment		
Autumn 2	Making Marketing decisions	<p><b>The Marketing Mix (4Ps)</b></p> <ul style="list-style-type: none"> <li>• Product: <ul style="list-style-type: none"> <li>○ Design features and packaging must meet customer needs.</li> <li>○ Consider branding, quality, function, and aesthetics.</li> </ul> </li> <li>• Price:</li> </ul>	Advertising Brand Competitive pricing Cost-plus pricing Design mix Differentiation Digital distribution E-commerce Extension strategy	Multiple choice past paper questions  2.2 End of topic test (50 mins)	Core resources:  Business course companion  Flashcards

	<p>Making Operational Decisions</p>	<ul style="list-style-type: none"> <li>○ Set based on costs, competition, and perceived customer value.</li> <li>○ Pricing strategies may include: cost-plus, penetration, skimming, competitive, and promotional pricing.</li> <li>● Promotion: <ul style="list-style-type: none"> <li>○ Use the right promotional mix: advertising, sales promotions, public relations, digital marketing, and social media.</li> <li>○ Aims to inform, persuade, and remind customers.</li> </ul> </li> <li>● Place: <ul style="list-style-type: none"> <li>○ Decide on distribution channels: online, retail stores, wholesalers, or direct to consumer.</li> <li>○ Ensure product availability and convenience for target customers.</li> </ul> </li> <li>● The 4Ps must work together cohesively to create a coordinated marketing strategy.</li> </ul> <p><b>Production</b></p> <ul style="list-style-type: none"> <li>● Understand different methods of production: <ul style="list-style-type: none"> <li>○ Job production – making one-off, customised items.</li> <li>○ Batch production – making groups of items together.</li> <li>○ Flow production – continuous production of standardised items.</li> </ul> </li> </ul> <p><b>Working with Suppliers</b></p> <ul style="list-style-type: none"> <li>● Importance of:</li> </ul>	<p>Marketing mix (4Ps)  Penetration pricing  Predatory pricing  Premium pricing  Price skimming  Product life cycle  Promotional pricing  Public relations (PR)  Sales promotion  Social media  Target market  Unique selling point (USP)</p>	<p>2.3 End of topic test (50 mins)</p> <p>Cumulative Test paper – End of Term (1.5, 2.1, 2.2, 2.3)</p> <p>Theme 1 Exam practice</p>	<p>Key term glossary</p> <p>Seneca Learning</p> <p>BBC Bitesize</p> <p>News Outlets</p>
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	<p>The Sales Process</p> <p>Subject Links: Economics Mathematics</p>				
Spring 1	<p>Business Calculation</p> <p>Understanding business performance</p>	<p>The concept and calculation of:</p> <ul style="list-style-type: none"> <li>gross profit</li> <li>net profit</li> </ul> <p>Calculation and interpretation of:</p> <ul style="list-style-type: none"> <li>gross profit margin</li> <li>net profit margin</li> <li>average rate of return.</li> </ul> <p>The use and interpretation of quantitative business data to support, inform and justify business decisions:</p> <ul style="list-style-type: none"> <li>information from graphs and charts</li> </ul>	<p>Gross Profit</p> <p>Net Profit</p> <p>Break Even</p> <p>Average rate of return</p> <p>Percentage changes</p> <p>Break Even</p> <p>Quantitative Analysis and Data</p> <p>Economic Climate</p> <p>Market Research</p> <p>External Factors</p>	<p>Multiple choice past paper questions</p> <p>2.4 End of topic test (50 mins)</p> <p>Cumulative Test paper – End of Term (1.5, 2.1, 2.2, 2.3,, 2.4)</p>	

		<ul style="list-style-type: none"> <li>• financial data</li> <li>• marketing data</li> <li>• market data.</li> </ul> <p>The use and limitations of financial information in:</p> <ul style="list-style-type: none"> <li>• understanding business performance</li> <li>• making business decisions.</li> </ul>	<p>Predications Aims and Objectives</p>	<p>Theme 1 Exam practice</p>	
Spring 2	<p>Organisational Structures</p> <p>Effective recruitment</p>	<p>Different organisational structures and when each are appropriate:</p> <ul style="list-style-type: none"> <li>• hierarchical and flat</li> <li>• centralised and decentralised.</li> </ul> <p>The importance of effective communication: The impact of technology on ways of working: efficiency, remote working.</p> <p>The impact of insufficient or excessive communication on efficiency and motivation barriers to effective communication.</p> <p>Different ways of working: part-time full-time and flexible hours permanent, temporary, and freelance contracts Different job roles and responsibilities: key job roles and their responsibilities: directors, senior managers, supervisors/team leaders, operational and support staff. How businesses recruit people:</p> <p>Recruitment methods used to meet different business needs (internal and external recruitment). documents:</p> <ul style="list-style-type: none"> <li>• person specification</li> <li>• job description</li> <li>• application form</li> <li>• CV</li> </ul>	<p>Flat Hierarchical Centralised Decentralised Digital Communication On and off the job training Motivational methods Fringe benefits Incentives person specification job description application form CV job rotation, job enrichment autonomy.</p>	<p>Multiple choice past paper questions</p> <p>2.5 End of topic test (50 mins)</p> <p>Cumulative Test paper – End of Term (Theme 2 Paper)</p> <p>Theme 1 Exam practice</p>	

	<p><b>Effective training and development</b></p> <p><b>Motivation</b></p>	<p>How businesses train and develop employees:</p> <ul style="list-style-type: none"><li>• different ways of training and developing employees:</li><li>• formal and informal training, self-learning, ongoing training for all employees, use of target settings, and performance reviews.</li></ul> <p>Why businesses train and develop employees:</p> <ul style="list-style-type: none"><li>• the link between training, motivation and retention</li><li>• retraining to use new technology.</li><li>• The importance of motivation in the workplace: attracting employees, retaining employees, productivity.</li></ul> <p>How businesses motivate employees:</p> <ul style="list-style-type: none"><li>• non-financial methods: job rotation, job enrichment, autonomy.</li></ul>			
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