

Business Planning

Subject Links:

ICT

Economics

Mathematics

<p>Spring 1</p>	<p>Putting a business into practice</p> <p>Aims and Objectives</p>	<p>Competitive Environment</p> <ul style="list-style-type: none"> • The nature of competition: direct and indirect. • factors that determine competitiveness: price, quality, location, product range, customer service, and unique selling points (USPs). • How competition influences business decisions such as pricing, customer service, and promotional strategies. <p>Business Aims and Objectives</p> <ul style="list-style-type: none"> • The purpose of setting business aims and SMART objectives. • Know how aims and objectives differ between businesses (e.g. survival, profit, growth). • The link between business objectives and business performance. • . 	<p>Putting a business into practice</p> <p>Aims and Objectives</p>		<p>Core resources:</p> <p>Business course companion</p> <p>Flashcards</p>
<p>Spring 2</p>	<p>Cashflow</p>	<p>Cash and Cash Flow</p> <ul style="list-style-type: none"> • The difference between cash and profit. • The importance of cash flow to a business. 			<p>Key term glossary</p>

	<p>Social Media</p>	<ul style="list-style-type: none"> • To construct and interpret simple cash flow forecasts. • Calculate cash inflows, cash outflows, net cash flow, opening and closing balances. <p>How businesses use social media</p> <ul style="list-style-type: none"> • different platforms (e.g. Facebook, Instagram, LinkedIn) and their purposes. • Explore how businesses use these platforms to engage with stakeholders (customers, employees, investors). <p>Benefits and risks of using social media</p> <ul style="list-style-type: none"> • Benefits: wider reach, cost-effective marketing, real-time feedback. • Risks: reputational damage, negative feedback visibility, data misuse. <p>Social media policies and real-world application</p> <ul style="list-style-type: none"> • Compare social media policies of different businesses. • Review and analyse recent social media posts for tone, brand image, and effectiveness. • How businesses manage their online presence to maintain stakeholder trust. 			<p>Knowledge Organiser</p> <p>BBC Bitesize</p> <p>News outlets</p> <p>Social Media platforms</p>
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	<p>Subject Links: Economics Mathematics</p>				
<p>Summer 1</p>	<p>Making the Business Effective</p>	<p>Options for start ups</p> <p>The concept of limited liability:</p> <ul style="list-style-type: none"> • limited and unlimited liability • the implications for the business owner(s) of limited and unlimited liability. The types of business ownership for start-ups: • sole trader, partnership, private limited company • the advantages and disadvantages of each type of business ownership. The option of starting up and running a franchise operation: • the advantages and disadvantages of franchising. 	<p>Private and ublic limited Company Franchise Sole Trader Partnerships Limited and Unlimited Liability</p>	<p>Multiple choice past paper questions 1.4 End of topic test (50 mins)</p> <p>Cumulative Test paper – End of Term (1.1, 1.2, 1.3 .1.4)</p> <p>Project based homework</p>	<p>Core resources:</p> <p>Business course companion</p> <p>Flashcards</p> <p>Key term glossary</p> <p>Seneca</p> <p>Knowledge Organiser</p>

	<p>Business Location</p>	<p>Factors influencing business location:</p> <ul style="list-style-type: none"> • proximity to: market, labour, materials and competitors • nature of the business activity • the impact of the internet on location decisions: e-commerce and/or fixed premises. 	<p>Markets Labour Decision Making Fixed Costs Link</p>		<p>BBC Bitesize</p> <p>News outlets</p> <p>Social Media platforms</p>
	<p>Marketing Mix</p>	<p>What the marketing mix is and the importance of each element:</p> <ul style="list-style-type: none"> • price, product, promotion, place. How the elements of the marketing mix work together: • the impact of technology on the marketing mix: e-commerce, digital communication. 	<p>Price Promotion Product Place Technological Impact Digital Communication E Commerce</p>		
	<p>Stakeholders</p>	<p>Who business stakeholders are and their different objectives:</p> <ul style="list-style-type: none"> • shareholders (owners), employees, customers, managers, suppliers, local 	<p>Shareholders employees, customers, managers, suppliers, local community, pressure groups, and the government. Linked to Finance</p>		

SJBC Curriculum Termly Plan: Year 11 Edexcel GCSE Business

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

	<p>External Influences and Business Responses</p> <p>Business Growth</p>	<p>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. 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. Business Growth</p> <ul style="list-style-type: none"> • The methods of organic (internal) growth: <ul style="list-style-type: none"> ○ Increasing output ○ Launching new products • Understand methods of external growth: <ul style="list-style-type: none"> ○ Mergers ○ Takeovers • The role of aims and objectives (e.g., increasing market share, achieving sales targets) in guiding growth and keeping stakeholders aligned. 	<p>Risk Share capital Social media Stakeholder Stock market flotation Sustainability Takeover (acquisition) Tariff Taxation Technology The economy Trade bloc Unemployment</p>		
Autumn 2	Making Marketing decisions	<p>The Marketing Mix (4Ps)</p> <ul style="list-style-type: none"> • Product: 	<p>Advertising Brand Competitive pricing</p>	Multiple choice past paper questions	Core resources:

		<ul style="list-style-type: none"> ○ Design features and packaging must meet customer needs. ○ Consider branding, quality, function, and aesthetics. • Price: <ul style="list-style-type: none"> ○ Set based on costs, competition, and perceived customer value. ○ Pricing strategies may include: cost-plus, penetration, skimming, competitive, and promotional pricing. • Promotion: <ul style="list-style-type: none"> ○ Use the right promotional mix: advertising, sales promotions, public relations, digital marketing, and social media. ○ Aims to inform, persuade, and remind customers. • Place: <ul style="list-style-type: none"> ○ Decide on distribution channels: online, retail stores, wholesalers, or direct to consumer. 	<p>Cost-plus pricing Design mix Differentiation Digital distribution E-commerce Extension strategy 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>2.2 End of topic test (50 mins)</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>Business course companion</p> <p>Flashcards</p> <p>Key term glossary</p> <p>Seneca Learning</p> <p>BBC Bitesize</p> <p>News Outlets</p>
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	<p>Making Operational Decisions</p> <p>Suppliers</p> <p>Managing Quality</p>	<ul style="list-style-type: none"> ○ Ensure product availability and convenience for target customers. ● The 4Ps must work together cohesively to create a coordinated marketing strategy. <p>Production</p> <ul style="list-style-type: none"> ● Understand different methods of production: <ul style="list-style-type: none"> ○ Job production – making one-off, customised items. ○ Batch production – making groups of items together. ○ Flow production – continuous production of standardised items. <p>Working with Suppliers</p> <ul style="list-style-type: none"> ● Importance of: <ul style="list-style-type: none"> ○ Reliable suppliers ○ Good relationships and negotiated terms (price, delivery times, payment terms) ○ Just-in-time (JIT) and just-in-case (JIC) inventory strategies <p>Managing Quality</p> <ul style="list-style-type: none"> ● Maintain consistent product/service standards. ● Methods of quality management: 			
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	<p>The Sales Process</p> <p>Subject Links: Economics Mathematics</p>	<ul style="list-style-type: none"> ○ Quality control (checking output) ○ Quality assurance (checking during production) ○ Use of sampling, quality circles, and continuous improvement. <p>Sales Process</p> <ul style="list-style-type: none"> • Key stages: <ul style="list-style-type: none"> ○ Customer enquiry handling ○ Order processing ○ Payment processing ○ After-sales service • Aims to: <ul style="list-style-type: none"> ○ Convert interest into purchases ○ Build customer loyalty ○ Encourage repeat business 			
Spring 1	<p>Business Calculation</p> <p>Understanding business performance</p>	<p>The concept and calculation of:</p> <ul style="list-style-type: none"> • gross profit • net profit <p>Calculation and interpretation of:</p> <ul style="list-style-type: none"> • gross profit margin • net profit margin • average rate of return. 	<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>Quantitive 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</p>	

		<p>The use and interpretation of quantitative business data to support, inform and justify business decisions:</p> <ul style="list-style-type: none"> • information from graphs and charts • financial data • marketing data • market data. <p>The use and limitations of financial information in:</p> <ul style="list-style-type: none"> • understanding business performance • making business decisions. 	<p>Predications Aims and Objectives</p>	<p>of Term (1.5, 2.1, 2.2, 2.3,, 2.4)</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"> • hierarchical and flat • centralised and decentralised <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:</p>	<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>	

		How businesses motivate employees: <ul style="list-style-type: none">• non-financial methods: job rotation, job enrichment, autonomy.			
Summer 1		Revision for Theme 1 – Exam May 11 th Revision Theme 2 – Exam May 21st			