Year 11 Business – Topic 2.1
Growing the Business

West Kirby Grammar School

Learning about this topic is important because: you will need to understand the different approaches to growth and the issues a business might face when growing internally or externally. As businesses transition from small, to medium and then a large organisation, the owners may choose to change the ownership structure or its aims and objectives. This topic will also teach you about the market for goods and services and how it has become increasingly global and interconnected in nature which has presented opportunities for businesses to relocate and also be impacted from barriers to international trade. You will also gain an understanding of whether there is a trade off for businesses between ethics and profit in the name of growing!

This topic builds on: Topic 1.3.

This topic has links to: 1.2.4 The competitive environment, 1.3.1 Business aims and objectives, 1.3.4 Sources of business finance, 1.5.1 Business stakeholders

We will learn:

- Internal (organic) growth and external (inorganic) growth
- Sources of finance for growing and established businesses: internal sources and external sources
- Changes in Business Aims and Objectives
- The impact of globalisation on businesses
- Barriers to international trade
- How businesses compete internationally
- The impact of ethical and environmental considerations on businesses

We will develop/practise skills including:

Creating – Fluent thinking – students will be able to talk through and plan answers to complex questions.
Analysing – Critical and Logical Thinking - students will continue to develop their ability to identify the correct data within the case study and apply this to contextualise their answers.
Seeking alternative perspectives – developing the ability to give a balanced view.
Meta-thinking – strategy planning – students can select the most appropriate answer structure.
Intellectual confidence in constructive an evaluative answer
Use of generalisation to infer what a new concept may mean based on their understanding of key terms before.
Demonstrate risk-taking through attempting higher level, 6, 9 and 12– mark questions even when unsure of the topic.

Some of the vocabulary that we will use includes:

- Internal Growth
- External Growth
- Public Limited Company (PLC)
- Market Conditions
- Business Survival
- Entering Markets
- Globalisation
- Imports
- Export
- Multinational
- Tariff
- Trade bloc
- Ethical decisions

You could learn more about this topic by:

Looking through the resources in Google Classroom and independently completing the booklets and attached questions.
Begin to look at past papers to familiarise yourself with the structure.
SENECA/BLOOKET
Watching:
Channel 4 – Cadbury Exposed – Dispatches, Inside the SHEIN Machine – UNTOLD.
Channel 5 – Primark – How do they really do it?, British Airways; Then and Now. ALDI – Secrets of the billion dollar discounter
BBC bitesize 2.1 Growing the Business QR code

• Sustainability • Pressure group **All definitions for the key terms listed above can be located in Teams.**	
You will be taken through the content of the topic using ppts and knowledge organiser. You will be provided with case studies, activities, past paper questions; to work on either independently or in groups. Each topic will have a formally assessed end of topic homework and end of topic test.	

Year 11 Business – Topic 2.2
Making Marketing Decisions

Learning about this topic is important because: it re-introduces the 'Marketing Mix' (4Ps). This topic breaks the four elements namely, Price, Product, Place and Promotion down further into sub-topics and allows you to gain a deeper understanding by examining the importance each play in making business decisions but also how each element needs to be carefully considered to complement one another.

This topic builds on: the marketing mix when it was covered in theme 1.4.3.

- This topic has links to: 1.1.1 The business idea, 1.2.2 Market research,1.3.1 Business aims and objectives, 1.3.2 Business revenues, costs and profits 1.4.2 Business location, 1.4.3 The Marketing Mix

We will learn:

- The design mix.
- The product life cycle
- The importance to a business of differentiating a product/service.
- Pricing strategies
- The influences on pricing strategies
- Appropriate promotion strategies for different market segment and the use of technology in promotion
- Methods of distribution

We will develop/practise skills including:

Creating – Fluent thinking – students will be able to talk through and plan answers to complex questions.
Analysing – Critical and Logical Thinking - students will continue to develop their ability to identify the correct data within the case study and apply this to contextualise their answers.
Seeking alternative perspectives – developing the ability to give a balanced view.
Meta-thinking – strategy planning – students can select the most appropriate answer structure.
Intellectual confidence in constructive an evaluative answer
Use of generalisation to infer what a new concept may mean based on their understanding of key terms before.
Demonstrate risk-taking through attempting higher level, 6, 9 and 12– mark questions even when unsure of the topic.

Some of the vocabulary that we will use includes:

- Aesthetics
- Design mix
- Extension strategies
- Function
- Marketing mix
- Product
- Product life cycle
- High-margin pricing strategy
- High-volume pricing strategy
- Pricing strategy
- Advertising
- Branding

You could learn more about this topic by:

Looking through the resources in Google Classroom and independently completing the booklets and attached questions.
Begin to look at past papers to familiarise yourself with the structure.
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Year 11 Business – Topic 2.2
Making Marketing Decisions

- Product trials
- Promotion
- Special offers
- Sponsorship
- Targeted advertising
- Viral advertising
- E-commerce
- E-tailer
- Retailer

All definitions for the key terms listed above can be located in Teams group.

You will be taken through the content of the topic using a booklet and knowledge organiser. You will be provided with case studies, activities, past paper questions; to work on either independently or in groups. Each topic will have a formally assessed end of topic homework and end of topic test.

Year 11 Business – Topic 2.3
Making Product Decisions

Learning about this topic is important because: it will allow you to understand the decisions a business needs to make linked to the production of a product or a service and how the choice they make will affect productivity and the costs of a business, which in turn will influence the price charged to customers. This topic will also show you how technology has had a large influence on the production process and the operational decisions linked to managing stock. You will also learn that the idea of quality is directly linked to meeting customer needs and allows a business to keep its costs under control. You will learn that operational decisions are not just about how a business produces goods and services. It also needs to cover how the business delivers its products to its customers.

This topic builds on: Nil

- This topic has links to: 1.2.1 Customer needs, 1.5.1 Business stakeholders, 2.2.1 Product, 2.3.3 Managing quality, 2.4.2 Understanding business performance, 2.5.4 Motivation

We will learn:

- The purpose of business operations
- Production processes
- Impacts of technology on production
- Managing stock
- The role of procurement
- The concept of quality and its importance
- The sales process
- The importance to businesses of providing good customer service.

We will develop/practise skills including:
Creating – Fluent thinking – students will be able to talk through and plan answers to complex questions.
Analysing – Critical and Logical Thinking - students will continue to develop their ability to identify the correct data within the case study and apply this to contextualise their answers.
Seeking alternative perspectives – developing the ability to give a balanced view.
Meta-thinking – strategy planning – students can select the most appropriate answer structure.
Intellectual confidence in constructive an evaluative answer
Use of generalisation to infer what a new concept may mean based on their understanding of key terms before.
Demonstrate risk-taking through attempting higher level, 6, 9 and 12– mark questions even when unsure of the topic.

Some of the vocabulary that we will use includes:

- Goods
- Services
- Job production
- Batch production
- Flow production
- Productivity
- Flexibility
- Stock
- Bar gate stock graph
- Just in time (JIT)
- Just in case (JIC)

You could learn more about this topic by:

Looking through the resources in Google Classroom and independently completing the booklets and attached questions.
Begin to look at past papers to familiarise yourself with the structure.
SENECA

Watching:
Channel 5 – ASOS; How do they really do it?
AMAZON; How do they really do it?
BBC – Inside the factory – Diggers/Trains/Buses

Year 11 Business – Topic 2.3
Making Product Decisions

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- Procurement, Logistics
- Quality control
- Quality assurance
- Competitive advantage
- Customer engagement
- Customer feedback
- Post-sales service
- Customer service

All definitions for the key terms listed above can be located in your Teams group.
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<tr><td colspan="2">You will be taken through the content of the topic using a booklet and knowledge organiser. You will be provided with case studies, activities, past paper questions; to work on either independently or in groups. Each topic will have a formally assessed end of topic homework and end of topic test.</td></tr>
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Year 11 Business – Topic 2.4
Making Financial Decisions

Learning about this topic is important because: you need to calculate and interpret gross profit margin, net profit margin and average rate of return (ARR). You will also need to understand the theoretical concept of gross profit and net profit. You are required to use and interpret a range of quantitative business data as part of business decision making and be aware of the problems of making decisions using financial information since the figures used can become out of date or can have other limitations.

This topic builds on: Nil

This topic has links to: Nil

We will learn:

- The concept and calculation of gross profit and net profit
- The calculation and interpretation of: gross profit margin, net profit margin and average rate of return (ARR).
- The use and interpretation of quantitative business data to support, inform and justify business decisions
- The use and limitations of financial information in understanding business performance and making business decisions.

We will develop/practise skills including:

Creating – Fluent thinking – students will be able to talk through and plan answers to complex questions.
Analysing – Critical and Logical Thinking - students will continue to develop their ability to identify the correct data within the case study and apply this to contextualise their answers.
Seeking alternative perspectives – developing the ability to give a balanced view.
Meta-thinking – strategy planning – students can select the most appropriate answer structure.
Intellectual confidence in constructive an evaluative answer
Use of generalisation to infer what a new concept may mean based on their understanding of key terms before.
Demonstrate risk-taking through attempting higher level, 6, 9 and 12– mark questions even when unsure of the topic.

Some of the vocabulary that we will use includes:

- Gross profit
- Net profit
- Gross profit margin
- Net profit margin
- Average rate of return (ARR)
- Financial data
- Marketing data
- Market data

You could learn more about this topic by:

Looking through the resources in Teams and independently completing the booklets and attached questions. SENECA/ BBC Bitesize quizzes/ E-revision

Begin to look at past papers to familiarise yourself with the structure.

Year 11 Business – Topic 2.5
Making Human Resource Decisions

Learning about this topic is important because: it will allow students to have a insight into the recruitment and training processes a business needs to follow. It will provide them with the theoretical knowledge that will equip them to look for work in the real world.

This topic builds on: Nil.

- This topic has links to: 1.5.3 Legislation and business, 2.3.1 Business operations, 2.5.1 Organisational structures, 2.5.3 Effective training and development, 2.5.4 Motivation

We will learn:

- Different organisational structures and when each are appropriate
- The importance of effective communication
- Different ways of working
- Different job roles and responsibilities
- How businesses recruit people
- How businesses train and develop employees
- Why businesses train and develop employees
- The importance of motivation in the workplace
- How businesses motivate employees

We will develop/practise skills including:

Creating – Fluent thinking – students will be able to talk through and plan answers to complex questions.
Analysing – Critical and Logical Thinking - students will continue to develop their ability to identify the correct data within the case study and apply this to contextualise their answers.
Seeking alternative perspectives – developing the ability to give a balanced view.
Meta-thinking – strategy planning – students can select the most appropriate answer structure.
Intellectual confidence in constructive an evaluative answer
Use of generalisation to infer what a new concept may mean based on their understanding of key terms before.
Demonstrate risk-taking through attempting higher level, 6, 9 and 12– mark questions even when unsure of the topic.

Some of the vocabulary that we will use includes:

Organisational structure, Hierarchical structure, Flat structure, Centralised, Decentralised, Part-time workers, Full-time workers, Permanent, Temporary, Freelance contracts, Remote working, Application form, CV, Desirable requirements, Essential requirements, External recruitment, Internal recruitment, Job description, Person specification, Formal training, Informal training, Ongoing training, Performance review, Retention, Self-learning, Autonomy, Bonus, Commission, Fringe benefits, Job enrichment, Job rotation, Motivation, Remuneration

All definitions for the key terms listed above can be located in Teams.

You could learn more about this topic by:

Looking through the resources in Teams and independently completing the booklets and attached questions.

Begin to look at past papers to familiarise yourself with the structure.

SENECA/BLOOKET Quizzes

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Year 11 Business – Topic 2.5
Making Human Resource Decisions

You will be taken through the content of the topic using ppts and knowledge organiser. You will be provided with case studies, activities, past paper questions; to work on either independently or in groups. Each topic will have a formally assessed end of topic homework and end of topic test.