



*At St Peter's we believe that a broad and balanced curriculum with a strong academic core is a right for all pupils. We seek to encourage pupils to explore subjects of interest around their in-school learning and to enhance their curriculum experience through enrichment.*

<b>Autumn 1</b>	<b>Autumn 2</b>	<b>Spring 1</b>	<b>Spring 2</b>	<b>Summer 1</b>	<b>Summer 2</b>
<b>Unit of Work/Big Question</b>	<b>Unit of Work/Big Question</b>	<b>Unit of Work/Big Question</b>	<b>Unit of Work/Big Question</b>	<b>Unit of Work/Big Question</b>	<b>Unit of Work/Big Question</b>
<p><b>1.1 Enterprise and entrepreneurship</b></p> <p><b>Big Question - What is the dynamic nature of a business, including its risks, rewards and role as an enterprise?</b></p>	<p><b>1.2 Spotting a business opportunity</b></p> <p><b>Big Question - What are customer needs, how do you identify them and why is it important to identify them?</b></p>	<p><b>1.3 Putting a business idea into practice</b></p> <p><b>Big Question - What knowledge is needed to successfully put a business idea into practice?</b></p>	<p><b>1.4 Making the Business effective</b></p> <p><b>Big Question - How do you make a business effective?</b></p>	<p><b>1.5 Understanding external influences on a business</b></p> <p><b>Big Question - What external influences can affect a business?</b></p>	<p><b>Topic 2.1 Growing the business</b></p> <p><b>Big Question - How do you grow a business?</b></p>
<b>Knowledge</b>	<b>Knowledge</b>	<b>Knowledge</b>	<b>Knowledge</b>	<b>Knowledge</b>	<b>Knowledge</b>
<p><b>Why and how do new businesses come about?</b></p> <ul style="list-style-type: none"> <li>- Changes in technology</li> <li>- Changes in what consumers want</li> <li>- Products and services</li> <li>- New ideas/adapting existing</li> </ul> <p><b>What are the risks and rewards of running a business?</b></p> <ul style="list-style-type: none"> <li>- Business failure/Success</li> <li>- Financial profit/loss</li> <li>- Lack of security</li> <li>- Independence</li> </ul> <p><b>What is the role of a business enterprise?</b></p> <ul style="list-style-type: none"> <li>- To produce goods or services</li> <li>- To meet customer needs</li> <li>- To add value: convenience, branding, quality, design, unique selling points</li> </ul> <p><b>What is the role of entrepreneurship?</b></p> <ul style="list-style-type: none"> <li>- An entrepreneur: organises resources, makes business decisions, takes risks</li> </ul>	<p><b>What are customer needs?</b></p> <ul style="list-style-type: none"> <li>- Price</li> <li>- Quality</li> <li>- Choice</li> <li>- Convenience</li> </ul> <p><b>Why is it important to identify and understand customers?</b></p> <ul style="list-style-type: none"> <li>- Generating sales</li> <li>- Business survival</li> </ul> <p><b>What is the purpose of market research?</b></p> <ul style="list-style-type: none"> <li>- To identify and understand customer needs</li> <li>- To identify gaps in the market</li> <li>- To reduce risk</li> <li>- To inform business decisions</li> </ul> <p><b>What are the types and methods of market research?</b></p> <ul style="list-style-type: none"> <li>- Primary research (survey, questionnaire, focus group, observation)</li> <li>- Secondary research (Internet, market reports, government reports)</li> </ul> <p><b>Qualitative and quantitative data</b></p> <p><b>What is the role of social media in collecting market research data?</b></p>	<p><b>What are business aims and objectives?</b></p> <ul style="list-style-type: none"> <li>- Financial aims and objectives: survival, profit, sales, market share, financial security</li> <li>- Non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control</li> </ul> <p><b>Why do business aims and objectives differ between businesses?</b></p> <p><b>What is meant by business revenue, costs and profit?</b></p> <ul style="list-style-type: none"> <li>-The concept and calculation of: <ul style="list-style-type: none"> <li>• Revenue</li> <li>• Fixed and variable costs</li> <li>• Total costs</li> <li>• Profit and loss</li> <li>• Interest</li> </ul> </li> </ul> <p><b>How do I interpret break even diagrams?</b></p> <ul style="list-style-type: none"> <li>- The impact of changes in revenue and costs</li> <li>- Break-even level of output</li> <li>- Margin of safety</li> <li>- Profit and loss</li> </ul>	<p><b>What is liability?</b></p> <ul style="list-style-type: none"> <li>- Limited and unlimited liability</li> <li>- The implications for the business owner(s) of limited and unlimited liability</li> </ul> <p><b>What are the different types of business ownership?</b></p> <ul style="list-style-type: none"> <li>- Sole trader</li> <li>- partnership</li> <li>- private limited company</li> </ul> <p><b>What are the advantages and disadvantages of each type of business ownership?</b></p> <ul style="list-style-type: none"> <li>- What are the advantages and disadvantages of franchising?</li> </ul> <p><b>What are the options of starting up and running a franchise operation?</b></p> <ul style="list-style-type: none"> <li>- What are the advantages and disadvantages of franchising?</li> </ul> <p><b>What factors influence the location of a business?</b></p> <ul style="list-style-type: none"> <li>- Proximity to: market, labour, materials and competitors</li> <li>- Nature of the business activity</li> <li>- The impact of the internet on location decisions: e-commerce and/or fixed premises</li> </ul>	<p><b>Who are business stakeholders and what are their different objectives?</b></p> <ul style="list-style-type: none"> <li>- Shareholders (owners)</li> <li>- employees</li> <li>- customers</li> <li>- managers,</li> <li>- suppliers</li> <li>- local community</li> <li>- pressure groups</li> <li>- the government</li> </ul> <p><b>How are stakeholders affected by business activity?</b></p> <p><b>How do stakeholders impact business activity?</b></p> <p><b>What are the possible conflicts between stakeholder groups?</b></p> <p><b>What are different types of technology a business can use?</b></p> <ul style="list-style-type: none"> <li>- E-commerce</li> <li>- Social media</li> <li>- Digital communication</li> <li>- Payment systems</li> </ul> <p><b>How does technology influence business activity?</b></p> <ul style="list-style-type: none"> <li>- Sales</li> <li>- Costs</li> </ul>	<p><b>What are the methods of business growth and what is their impact?</b></p> <ul style="list-style-type: none"> <li>- Internal (organic) growth: new products (innovation, research and development), new markets (through changing the marketing mix or taking advantage of technology and/or expanding overseas)</li> <li>- External (inorganic) growth: merger, takeover</li> </ul> <p><b>What are the types of business ownership for growing businesses:</b></p> <ul style="list-style-type: none"> <li>- public limited company (plc)</li> </ul> <p><b>What are the sources of finance for growing and established businesses?</b></p> <ul style="list-style-type: none"> <li>- Internal sources: retained profit, selling assets</li> <li>- External sources: loan capital, share capital, including stock market flotation (public limited companies)</li> </ul> <p><b>Why do business aims and objectives change as businesses evolve?</b></p> <ul style="list-style-type: none"> <li>- In response to: market conditions, technology, performance, legislation, internal reasons.</li> </ul>

	<p>What is the importance of the reliability of market research data?</p> <p>How do businesses use market segmentation to target customers?</p> <ul style="list-style-type: none"> <li>- Identifying market segments: location, demographics, lifestyle, income, age</li> <li>- Market mapping to identify a gap in the market and the competition</li> </ul> <p>Why is it important to understand the competitive environment?</p> <p>What are the strengths and weaknesses of competitors based on?</p> <ul style="list-style-type: none"> <li>- Price</li> <li>- Quality</li> <li>- Location</li> <li>- Product range</li> <li>- Customer service</li> </ul> <p>What is the impact of competition on business decision making?</p>	<p>Why is cash flow important to a business and how is it calculated?</p> <ul style="list-style-type: none"> <li>- To pay suppliers, overheads and employees</li> <li>- To prevent business failure (insolvency)</li> </ul> <p>What is the difference between cash and profit?</p> <ul style="list-style-type: none"> <li>- How do you calculate and interpret cash-flow forecasts? <ul style="list-style-type: none"> <li>• Cash inflows</li> <li>• Cash outflows</li> <li>• Net cash-flow</li> <li>• Opening and closing balances</li> </ul> </li> </ul> <p>What sources of finance can different businesses access?</p> <ul style="list-style-type: none"> <li>- Short-term sources: overdraft and trade credit</li> <li>- Long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowdfunding</li> </ul>	<p>What is meant by marketing mix and why is it important?</p> <ul style="list-style-type: none"> <li>- Price, product, promotion, place</li> </ul> <p>How do the elements of marketing mix work together?</p> <ul style="list-style-type: none"> <li>- Balancing the marketing mix based on the competitive environment</li> <li>- The impact of changing consumer needs on the marketing mix</li> <li>- The impact of technology on the marketing mix: e-commerce, digital communication</li> </ul> <p>What is the role and importance of a business plan?</p> <ul style="list-style-type: none"> <li>- To identify: the business idea; business aims and objectives; target market (market research); forecast revenue, cost and profit; cash-flow forecast; sources of finance; location; marketing mix</li> </ul> <p>What is the purpose of planning business activity?</p> <ul style="list-style-type: none"> <li>- The role and importance of a business plan in minimising risk and obtaining finance</li> </ul>	<p>- Marketing mix</p> <p>What is the purpose of legislation and impact on a business?</p> <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> </ul> <p>What is the impact of legislation on businesses?</p> <ul style="list-style-type: none"> <li>- Cost</li> <li>- Consequences of meeting and not meeting these obligations</li> </ul> <p>What impact does the economic climate have on a business?</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>- changes in exchange rates</li> </ul> <p>What is the importance of external influences on a business?</p> <ul style="list-style-type: none"> <li>- Some factors beyond the business can impact on the business</li> </ul>	<p>How do business aims and objectives change as businesses evolve?</p> <ul style="list-style-type: none"> <li>- Focus on survival or growth</li> <li>- Entering or exiting markets</li> <li>- Growing or reducing the workforce</li> <li>- Increasing or decreasing product range</li> </ul> <p>What is the impact of globalisation on businesses?</p> <ul style="list-style-type: none"> <li>- Imports: competition from overseas, buying from overseas</li> <li>- Exports: selling to overseas markets</li> <li>- Changing business locations</li> <li>- Multinationals</li> </ul> <p>What are the barriers to international trade?</p> <ul style="list-style-type: none"> <li>-Tariffs</li> <li>-Trade blocs</li> </ul> <p>How do businesses compete internationally?</p> <ul style="list-style-type: none"> <li>- The use of the internet and e-commerce</li> <li>- Changing the marketing mix to compete internationally</li> </ul> <p>What is the impact of ethical and environmental considerations on businesses?</p> <ul style="list-style-type: none"> <li>- Ethical considerations influence business activity: possible trade-offs between ethics and profit</li> <li>- Environmental considerations influence business activity: possible trade-offs between the environment, sustainability and profit</li> <li>- The potential impact of pressure group activity on the marketing mix</li> </ul>
<p>Skills &amp; Procedural Knowledge</p>	<p>Skills &amp; Procedural Knowledge</p>	<p>Skills &amp; Procedural Knowledge</p>	<p>Skills &amp; Procedural Knowledge</p>	<p>Skills &amp; Procedural Knowledge</p>	<p>Skills &amp; Procedural Knowledge</p>
<p>Students need to understand that business ideas often come from change.</p> <p>Students also need to learn that business ideas stem from two main sources.</p> <p>Students need to understand that many entrepreneurs start a business because of the associated rewards.</p> <p>Students need to understand the various ways that business success</p>	<p>Students need to understand that identifying and understanding customer needs are an important part in spotting a business opportunity.</p> <p>Students also need to learn the importance to a business of identifying and understanding its customers.</p> <p>Students need to understand the</p>	<p>Students need to understand that all businesses need aims and objectives and that business success is measured by the extent to which a business achieves its various aims and objectives.</p> <p>Students need to understand the difference between financial and non-financial objectives and why a business owner might choose to judge success in different ways.</p>	<p>Students need to understand the difference between limited liability and unlimited liability, and to appreciate how these concepts can impact a business.</p> <p>Students will also learn about franchise as an option for a business start-up, and will understand the advantages and disadvantages of this model.</p>	<p>Students need to learn what external influences are and ways in which a business can respond to them.</p> <p>Students need to be able to identify who stakeholders are and that they have different objectives.</p> <p>Students also need to learn how each stakeholder group can affect a business and how business activities can change as a result. Students should be able to identify the</p>	<p>Students will need to understand the different approaches to growth and the issues a business might face when growing internally through approaches such as launching new products or innovation through research and development. Students will also need to understand how a business can grow externally via a merger or a takeover.</p> <p>As businesses transition from small,</p>

<p>can be measured, the concept of profit and why an entrepreneur might want to have independence. Students need to understand the concept of risk and the consequences of these risks for business owners.</p> <p>Students will learn that businesses produce goods and services to meet the needs of consumers.</p>	<p>purpose of market research and how it can be used to understand customer needs, and to help identify a gap in the market.</p> <p>Students also need to learn the different methods of market research that can be used. This includes both primary and secondary research methods.</p> <p>The methods used will help the business to collect data. Students need to understand this data can be both qualitative and quantitative. They also need to understand the growing importance of social media to collect market research data, and the different methods can mean that the reliability of market research data can vary.</p> <p>Students need to understand that a business will want to target specific customers. Students will need to learn that a market can be divided into segments which can be identified by location, demographics, lifestyle, income and age.</p> <p>Students also need to learn that market mapping can be used to identify a gap in the market.</p> <p>Students need to understand that an entrepreneur must have a clear understanding of the competition when developing a business opportunity.</p> <p>Students also need to learn that competition must be considered when business decisions are made.</p>	<p>Students need to understand how key financial information is calculated for a business. This includes how business costs can be categorised and calculated.</p> <p>Students will also need to understand how revenue and profit is calculated and the key distinctions between these two important concepts.</p> <p>Students need to understand the importance of break even analysis for a business, how it is calculated and how to interpret break even charts.</p> <p>Students will also need to understand the concept of break even is central to determining a business's ability to make a profit (or loss)</p> <p>Students need to understand the concepts of fixed and variable costs, revenue and profit.</p> <p>Students need to understand the important role cash and cash-flow play in the effective running and survival of a business, the important concept of liquidity and the approaches a business might take to ensure it is able to pay its short-term costs such as purchasing stock and paying bills.</p> <p>Students are introduced to the financial planning tool of cash –flow management and need to understand how a cash-flow forecast is calculated.</p> <p>Students need to be aware of the difference between short-term and long-term sources of finance, and where different types might be more appropriate.</p> <p>Students should be able to compare the advantages and disadvantages of different types of finance.</p>	<p>Students need to understand the different factors that influence a business location decision.</p> <p>Students should understand the benefits and drawbacks for a business of both fixed premises and e-commerce methods.</p> <p>Students need to understand the different components of the marketing mix and how they work together.</p> <p>Students need to understand the different components of a business plan.</p>	<p>potential conflicts and identify ways to resolve any conflict.</p> <p>Students need to learn that technology changes rapidly and can have a huge impact on a business, can help a business be more efficient and can help meet customer needs.</p> <p>Students also need to learn that technology can influence business activities in various ways.</p> <p>Students need to be aware that legislation stems from the laws of a country and must be followed rather than being guidelines that they can choose to follow.</p> <p>Students also need to learn that there are implications of following this legislation. It is important for students to learn that a business may face extra costs, but it will also benefit from following the legislation.</p> <p>Students need to understand that businesses are affected by what is happening in the economy.</p> <p>Students also need to know that there are a number of different economic factors that can affect businesses if they change.</p> <p>Students need to learn that businesses can be affected by external influences and how to respond to them.</p>	<p>to medium and then a large organisation the owners may choose to change the ownership structure from a private limited company to a public limited company. Students will need to understand why a business might do this and how this affects the potential for growth.</p> <p>Students need to learn how a range of finance options can be used to raise capital to invest for future business growth. This includes both internal and external approaches linked to the ownership structure of the business.</p> <p>Students need to learn how the objectives of a business evolve as it grows in size.</p> <p>Students need to learn the impact of globalisation on a business and how it might need to adapt for different markets.</p> <p>Students need to learn what the impact on a business is from ethical and unethical behaviour and explore whether there is a trade-off between ethics and profit.</p>
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Tier 3 Subject Vocabulary	Tier 3 Subject Vocabulary	Tier 3 Subject Vocabulary	Tier 3 Subject Vocabulary	Tier 3 Subject Vocabulary	Tier 3 Subject Vocabulary
<p>Dynamic, entrepreneur, consumer, demographics, obsolete</p> <p>Risk, reward, cash flow, Market research, profit, business plan, success, failure</p> <p>Enterprise, profit, customer, consumer, added value, goods, services, unique selling point (USP)</p>	<p>Choice, customer needs, convenience, consumer</p> <p>Market research, primary research, secondary research, qualitative data, quantitative data</p> <p>Segmentation, demographics, lifestyle, market map</p> <p>Direct competition, indirect competition, customer service, SWOT analysis</p>	<p>Aims, objectives, survival, market share, personal satisfaction, financial security, social objectives</p> <p>Fixed costs, variable costs, total costs, revenue, profit, interest</p> <p>Break even, break even level of output, margin of safety</p> <p>Cash, Insolvency, Cash inflows, cash-flow forecast, net cash flow, opening balance, closing balance</p> <p>Short-term sources of finance, long-term sources of finance, overdraft, trade credit, personal savings, venture capital, share capital, loan, retained profit, crowdfunding</p>	<p>Franchise, franchisee, franchisor, limited liability, partnership, private limited company, sole trader, unlimited liability</p> <p>E-commerce, labour, proximity</p> <p>Digital communication, marketing mix, price, product, promotion, place</p> <p>Bank loan, business plan, cash-flow, SMART objectives</p>	<p>Stakeholder, shareholders, pressure groups, conflict</p> <p>E-commerce, social media, digital communications, payment systems, marketing mix</p> <p>Legislation, consumer, discrimination, minimum wage, health and safety</p> <p>The economy, unemployment, consumer income, inflation, interest rates, taxation, exchange rates</p> <p>External influence, economic climate</p>	<p>Internal growth, external growth, merger, takeover, Public Limited Company (PLC), share capital, stock market flotation</p> <p>Market conditions, business performance, business survival, entering a market, product range</p> <p>Globalisation, imports, exports, multinational, tariff, trade bloc</p> <p>Ethical decisions, sustainability, pressure group</p>
Key Assessment Task (KAT)	Key Assessment Task (KAT)	Key Assessment Task (KAT)	Key Assessment Task (KAT)	Key Assessment Task (KAT)	Key Assessment Task (KAT)
Theme 1.1 Assessment - W/B 14th Oct	Theme 1.1 & 1.2 Assessment - W/B 25th Nov	Theme 1.1-1.3 Assessment - W/B 3rd Feb	Theme 1.1-1.4 Assessment - W/B 24th Mar	Theme 1.1-1.5 Assessment - W/B 12th May	Theme 1 whole assessment - Exam paper 1 - W/B 23rd Jun



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<b>Autumn 1</b>	<b>Autumn 2</b>	<b>Spring 1</b>	<b>Spring 2</b>	<b>Summer 1</b>	<b>Summer 2</b>
<b>Unit of Work/Big Question</b>	<b>Unit of Work/Big Question</b>	<b>Unit of Work/Big Question</b>	<b>Unit of Work/Big Question</b>	<b>Unit of Work/Big Question</b>	<b>Unit of Work/Big Question</b>
<p><b>2.2 Making marketing decisions</b></p> <p><b>Big Question - What is the marketing mix and how can it be used to make business decisions?</b></p>	<p><b>2.3 Making operational decisions</b></p> <p><b>Big question - How does a business operate in order to meet the needs of its customers?</b></p>	<p><b>2.4 Making financial decisions</b></p> <p><b>Big question - What tools can a business use to support its financial decision making?</b></p>	<p><b>Topic 2.5 Making human resource decisions</b></p> <p><b>Big question - What human resource decisions must a business make to influence business activity?</b></p>	<p><b>Subject content revision for Theme 1 &amp; 2, and exam technique</b></p>	<p><b>N/A</b></p>
<b>Knowledge</b>	<b>Knowledge</b>	<b>Knowledge</b>	<b>Knowledge</b>	<b>Knowledge</b>	<b>Knowledge</b>
<p><b>What are the key elements of the design mix?</b></p> <ul style="list-style-type: none"> <li>- Function</li> <li>- Aesthetics</li> <li>- Cost</li> </ul> <p><b>What is the product life cycle?</b></p> <ul style="list-style-type: none"> <li>- the phases of the product life cycle</li> <li>- extension strategies</li> </ul> <p><b>What is the importance to a business of differentiating a product/service?</b></p> <p><b>Price:</b></p> <ul style="list-style-type: none"> <li>- pricing strategies</li> <li>- Influences on pricing strategies: technology, competition, market segments, product life cycle</li> </ul> <p><b>Promotion:</b></p> <ul style="list-style-type: none"> <li>- appropriate promotion strategies for different market segments: advertising, sponsorship, product trials, special offers, branding</li> <li>- the use of technology in promotion: targeted advertising online, viral advertising via social media, e-newsletters</li> </ul> <p><b>Place:</b></p> <ul style="list-style-type: none"> <li>- methods of distribution: retailers</li> </ul>	<p><b>What is the purpose of business operations?</b></p> <ul style="list-style-type: none"> <li>- to produce goods</li> <li>- to provide services</li> </ul> <p><b>What are the different production processes?</b></p> <ul style="list-style-type: none"> <li>- job</li> <li>- batch</li> <li>- flow</li> </ul> <p><b>What is the impact of different types of production processes?</b></p> <ul style="list-style-type: none"> <li>- keeping productivity up and costs down</li> <li>- allowing for competitive prices</li> </ul> <p><b>What are the impacts of technology on production?</b></p> <ul style="list-style-type: none"> <li>- balancing cost</li> <li>- productivity</li> <li>- quality</li> <li>- flexibility</li> </ul> <p><b>How can stock be managed?</b></p> <ul style="list-style-type: none"> <li>- interpretation of bar gate stock graphs</li> <li>- the use of just in time (JIT) stock control</li> </ul> <p><b>What is the role of procurement?</b></p>	<p><b>The concept and calculation of:</b></p> <ul style="list-style-type: none"> <li>• gross profit</li> <li>• net profit</li> </ul> <p><b>How do you calculate and interpret</b></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><b>How can you use and interpret quantitative business data to support, inform and justify business decisions?</b></p> <ul style="list-style-type: none"> <li>- information from graphs and charts</li> <li>- financial data</li> <li>- marketing data</li> <li>- market data</li> </ul> <p><b>What are the uses and limitations of financial information in understanding business performance and making business decisions?</b></p>	<p><b>What are the different organisational structures and when are each appropriate?</b></p> <ul style="list-style-type: none"> <li>- hierarchical and flat</li> <li>- centralised and decentralised</li> </ul> <p><b>Why is effective communication important?</b></p> <p><b>What is the impact of insufficient or excessive communication on efficiency and motivation?</b></p> <p><b>What are the barriers to effective communication?</b></p> <p><b>What are the different ways of working?</b></p> <ul style="list-style-type: none"> <li>- part-time, full-time and flexible hours</li> <li>- permanent, temporary, and freelance contracts</li> </ul> <p><b>What is the impact of technology on ways of working?</b></p>		

<p><b>and e-tailers (e-commerce)</b></p> <p>How does each element of the marketing mix influence other elements?</p> <p>How can the marketing mix be used to build competitive advantage?</p> <p>How can an integrated marketing mix influence competitive advantage?</p>	<ul style="list-style-type: none"> <li>- relationships with suppliers: quality, delivery (cost, speed, reliability), availability, cost, trust</li> <li>- the impact of logistics and supply decisions on: costs, reputation, customer satisfaction</li> </ul> <p>What is the concept of quality and its importance in:</p> <ul style="list-style-type: none"> <li>- the production of goods and the provision of services: quality control and quality assurance?</li> </ul> <ul style="list-style-type: none"> <li>- allowing a business to control costs and gain a competitive advantage?</li> </ul> <p>What is the sales process?</p> <ul style="list-style-type: none"> <li>- product knowledge</li> <li>- speed and efficiency of service</li> <li>- customer engagement</li> <li>- responses to customer feedback</li> <li>- post-sales service</li> </ul> <p>What is the importance to businesses of providing good customer service?</p>		<ul style="list-style-type: none"> <li>- efficiency</li> <li>- remote working</li> </ul> <p>What are the different job roles and responsibilities?</p> <ul style="list-style-type: none"> <li>- directors</li> <li>- senior managers</li> <li>- supervisors/team leaders</li> <li>- operational and support staff</li> </ul> <p>How do businesses recruit people?</p> <ul style="list-style-type: none"> <li>- documents: person specification and job description, application form, CV</li> </ul> <p>What are the recruitment methods used to meet different business needs? (internal and external recruitment)</p> <p>How do businesses train and develop employees?</p> <ul style="list-style-type: none"> <li>- formal and informal training</li> <li>- self-learning</li> <li>- ongoing training for all employees</li> <li>- use of target setting</li> <li>- performance reviews</li> </ul> <p>Why do 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> </ul> <p>What is the importance of motivation in the workplace?</p> <ul style="list-style-type: none"> <li>- attracting employees</li> <li>- retaining employees</li> <li>- productivity</li> </ul> <p>How do businesses motivate employees?</p>		
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			<ul style="list-style-type: none"> <li>- financial methods: remuneration, bonus, commission, promotion, fringe benefits</li> <li>- non-financial methods: job rotation, job enrichment, autonomy</li> </ul>		
<b>Skills &amp; Procedural Knowledge</b>	<b>Skills &amp; Procedural Knowledge</b>	<b>Skills &amp; Procedural Knowledge</b>	<b>Skills &amp; Procedural Knowledge</b>	<b>Skills &amp; Procedural Knowledge</b>	<b>Skills &amp; Procedural KnowledgeThe</b>
<p>Students should understand the components of the design mix, and the role this plays when a business is developing a new product.</p> <p>Students need to understand the product life cycle. They should understand the 4 stages as well as the role of extension strategies.</p> <p>Students will learn about different types of pricing strategy.</p> <p>Students will learn about different types of promotion, and will recognise which types are appropriate in different situations.</p> <p>Students need to understand the growing importance of the role technology plays in promotion.</p> <p>Students need to understand the different distribution methods that businesses use to get the product to customers.</p> <p>Students will learn about traditional methods such as retailing, and will also understand how technology influences 'Place' through such aspects as e-commerce and e-tailing.</p> <p>Students learn how elements of the marketing mix can be used together to help a business build a competitive advantage.</p> <p>Students need to use their knowledge and understanding of the different elements of the marketing mix to identify how they link</p>	<p>Students need to understand the key operational decisions a business needs to make linked to the production of a product or a service.</p> <p>Students need to understand the difference between a product and a service, and the different production processes that a business could use.</p> <p>Students need to understand that this choice will affect productivity and the costs of a business, which in turn will influence the price charged to customers.</p> <p>Students also need to learn that technology has had a large influence on the production process.</p> <p>Students need to learn that a business needs to ensure it always has access to stock. This includes making a decision on which is the most efficient stock management system to implement.</p> <p>Students also need to learn that procurement is also very important in allowing efficient production of products and services.</p> <p>Students need to learn that the idea of quality is directly linked to meeting customer needs.</p> <p>Students also need to be aware that a business can manage quality through using either quality control systems or methods linked to quality assurance.</p> <p>Students need to learn that operational decisions are not just about how a business produces</p>	<p>Students need to calculate and interpret gross profit margin, net profit margin and average rate of return (ARR). They will also need to understand the concept of gross profit and net profit and how to calculate these.</p> <p>Students are required to use and interpret a range of quantitative business data as part of business decision making. Students could be given numerical information in the form of, for example: charts or graphs which may include financial data such as sales revenue or marketing data, percentage increase in sales volume or market data such as average incomes and use this information in business decision making.</p> <p>Students also need to 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.</p>	<p>Students need to understand the difference between a flat and hierarchical organisational structure and the difference between a centralised (where decision making has to go through head office) and decentralised (where decisions can be delegated to branch manager level) business, and when each is appropriate. The importance of effective communication is also explored and students need to understand the impacts on a business from insufficient or excessive communication on efficiency and motivation and what the barriers are to effective communication.</p> <p>Students need to know that different ways of working include working hours, types of contract and making use of technology.</p> <p>Students will learn about different types of recruitment – such as internal and external. They will recognise which types are appropriate in different situations.</p> <p>Students need to understand the different documents used in the recruitment process.</p> <p>Students will learn about different types and methods of training – such as formal, informal, self-learning and ongoing training. They will recognise the important role that training plays within a business.</p> <p>Students need to understand the link between training and technology.</p> <p>Students will learn about different methods that businesses can use to</p>		

together.	<p>goods and services. It also needs to cover how the business delivers its products to its customers.</p> <p>Students also need to learn that the sales process is a circular process because if a business manages sales well then it should receive repeat purchases and the process will start again.</p>		<p>motivate their employees. Students should understand what is meant by autonomy, job enrichment, etc. The difference between financial and non-financial methods of motivation will also be covered.</p> <p>It is important to recognise that different people are motivated by different factors.</p>		
<b>Tier 3 Subject Vocabulary</b>	<b>Tier 3 Subject Vocabulary</b>	<b>Tier 3 Subject Vocabulary</b>	<b>Tier 3 Subject Vocabulary</b>	<b>Tier 3 Subject Vocabulary</b>	<b>Tier 3 Subject Vocabulary</b>
<p>Aesthetics, design mix, extension strategies, function, marketing mix, product, product life cycle</p> <p>High-margin pricing strategy, high-volume pricing strategy, pricing strategy</p> <p>Advertising, branding, E-newsletters, product trials, promotion, special offers, sponsorship, targeted advertising, viral advertising</p> <p>E-commerce, E-tailer, place, retailer</p> <p>Integrated marketing mix</p>	<p>Goods, services, job production, batch production, flow production, productivity, flexibility</p> <p>Stock, bar gate stock graph, just in time (JIT), procurement, logistics</p> <p>Quality control, quality assurance, competitive advantage</p> <p>Customer engagement, customer feedback, post-sales service, customer service</p>	<p>Gross profit, net profit, gross profit margin, net profit margin, average rate of return</p> <p>Financial data, marketing data, market data</p>	<p>Organisational structure, hierarchical structure, flat structure, centralised, decentralised</p> <p>Part-time workers, full-time workers, flexible hours, permanent, temporary, freelance contracts, remote working</p> <p>Application form, CV, desirable requirements, essential requirements, external recruitment, internal recruitment, job description, person specification, responsibilities, roles</p> <p>Formal training, informal training, motivation, ongoing training, performance review, retention, training, self-learning, training</p> <p>Autonomy, bonus, commission, fringe benefits, job enrichment, job rotation, motivation, remuneration</p>		
<b>Key Assessment Task (KAT)</b>	<b>Key Assessment Task (KAT)</b>	<b>Key Assessment Task (KAT)</b>	<b>Key Assessment Task (KAT)</b>	<b>Key Assessment Task (KAT)</b>	<b>Key Assessment Task (KAT)</b>
Theme 2.1 Assessment - W/B 14th Oct	Theme 2.1-2.2 Assessment - W/B 25th Nov	Formal mock exam Theme 1 - paper 2 - W/B 3rd Feb (TBC)	Theme 1 - Mock paper 1 - W/B 31st Mar	<p>External examination Fri 9th May PM - paper 1</p> <p>External examination Fri 16th May PM - paper 2</p>	