

		contribute to having either price elastic or price inelastic products/services. Students will understand how to calculate and interpret the relationship between price elasticity of demand and total revenue.	
	Assessments	Formative and summative assessments based on content covered and tests skills; calculation, illustration of diagrams, knowledge recall, application and analysis. Students will analyse and interpret business case studies to draw on within their exam answers	
Autumn Term 2	1.3 Marketing Mix and Strategy	<p>Students will explore the concept of design within a business, looking at the design mix and how function, aesthetics and cost can impact the design of a product. Students will look at the ethical issues within design and how social trends can impact this. Students develop their learning of the impacts of branding and promotion of a product and will explore concepts such as viral marketing, social media and emotional branding.</p> <p>Students will understand the different types of pricing strategies adopted by businesses such as price skimming, penetration pricing, predatory pricing, competitive pricing and psychological pricing. Students will look at the factors that determine this within a business.</p> <p>Students will go on to explore the distribution channels used by a business, looking at various businesses such as Amazon and ASOS and exploring how their distribution channels differ in comparison to a brick and mortar business. Students will look at the different stages of the product life cycle and how a business can use the Boston Matrix to determine their marketing techniques.</p>	Flipped Learning and Consolidation activities are set on Firefly before and after each lesson which are then drawn upon within the lesson.
	1.4 Managing People	<p>Students will look at various different human resource elements such as the different approaches to staffing and the recruitment and selection of a business. Students will explore the recruitment and selection process and the different types of on-the-job and off-the-job training.</p> <p>Students will look at how organisational structures differ in businesses based on their workforce size and the nature of their business. Students will justify the</p>	

		<p>effectiveness of different chains of command within businesses and how the organisational structure of a business can determine the success.</p> <p>Students will examine the different theories of motivation such as Taylor, Herzberg and Maslow. They will also explore and evaluate the different types of financial and non-financial methods of training. Students will look at different types of leadership styles such as autocratic, paternalistic, democratic and laissez-faire and explore the different businesses that adopt these approaches and the impact of them.</p>	
	Assessments	Formative and summative assessments based on content covered and tests skills; calculation, illustration of diagrams, knowledge recall, application and analysis. Students will analyse and interpret business case studies to draw on within their exam answers	
Spring Term1	1.5 Entrepreneurs and Leaders	<p>Students will look at the role of an entrepreneur and the qualities needed to be a successful entrepreneur. Students explore the idea of intrapreneurship and the barriers to entrepreneurship. Within this topic, students will be given a plethora of examples of entrepreneurs. Students will look at the motives behind starting a business such as profit maximisation and ethical reasons.</p> <p>Students will look at the different types of ownership within a business and how businesses can grow and eventually float on the stock exchange. Students will evaluate the possible trade-offs within entrepreneurship.</p>	Flipped Learning and Consolidation activities are set on Firefly before and after each lesson which are then drawn upon within the lesson.
	2.1 Raising Finance	Students will look at the internal and external sources of finance of a business and the legal implications of liability. Our students will be expected to be able to both, interpret and create a cash-flow forecast and understand the possible limitations of having a cash flow forecast.	
	Assessments	Formative and summative assessments based on content covered and tests all skills; calculations, knowledge recall, application, analysis and evaluation	

Spring Term 2	2.2 Financial Planning	<p>Students will look at the purpose of sales forecasting and will understand how to calculate sales, revenue and costs. Students will also explore the breakeven point and how to calculate breakeven using the concept of contribution. Students will be able to discuss the limitations of breakeven and be able to draw and interpret the graph for breakeven.</p>	Flipped Learning and Consolidation activities are set on Firefly before and after each lesson which are then drawn upon within the lesson.
	2.3 Managing Finance	<p>Students will evaluate the impact of budgets and look at different budgets and use variance analysis to help with this. Students will also look at the difficulties with budgeting and explore and recommend to various businesses that may have failed due to budget issues.</p> <p>Students will look at the different types of profits such as gross profit and NET profit and how these are calculated. Students will study how a business can measure profitability and be able to distinguish between profit and cash.</p> <p>Students will explore the concept of liquidity and how this can be measured using the acid test ratio. Students will also look at business failure and evaluate the causes of business failure.</p>	
Assessments	Formative and summative assessment based on content covered and tests all skills; calculation, knowledge recall, application, analysis and evaluation. Students will have to develop their answers through essay-based questions where they will be expected to have an enquiring, critical and thoughtful approach to a case study within the assessment		
Summer Term 1	2.4 Resource Management	<p>Students will look at the different types of production such as: job, batch, flow and cell. They will also explore the concept of productivity and efficiency within production and make recommendations of how this can be improved. Students will go on to look at capacity utilisation and how this can be measured within a business. Our students will explore the idea of stock control and the importance buffer stocks, whilst being able to illustrate this on a diagram.</p>	Flipped Learning and Consolidation activities are set on Firefly before and after each lesson which are then drawn upon within the lesson.

	2.5 External Influences	<p>Students will understand the concept of quality management and learn about the different ways a business can ensure quality in their products/services such as: Kaizen, Total Quality Management, Quality Control and Quality Assurance.</p> <p>Students will explore the concept of economic influences on a business. Economic influences include: inflation, exchange rates, interest rates, taxation and government spending and the business cycle.</p> <p>Students will evaluate how different businesses must adopt legislation based on the nature of their business and the industry they fall under. Students will analyse the positive and negative impact legislation can have on a business and look at businesses that have thrived or failed due to legislation.</p>	
	Assessments	Formative and summative assessment based on content covered and tests all skills; calculation, knowledge recall, application, analysis and evaluation. Students will have to develop their answers through essay-based questions where they will be expected to have an enquiring, critical and thoughtful approach to a case study within the assessment	
Summer Term 2	Preparing for End of Year Assessment	<p>Students will begin revision for their end of year exams. They will look through past exam papers and complete exam-style questions to prepare for the exam. Students will be able to go over any misconceptions using results from their previous in-class assessments.</p> <p>Students will complete revision lessons using a variety of different techniques testing all exam skills; recall knowledge, application, analysis and evaluation. Students will have the opportunity to complete exam practice questions and review model answers.</p>	Flipped Learning and Consolidation activities are set on Firefly before and after each lesson which are then drawn upon within the lesson.
	Assessments	Formative and summative assessments based on content covered and tests all skills; calculation, knowledge recall, application, analysis and evaluation. Students will also focus on critical thinking skills within the lesson which will be drawn upon in the assessment.	