

Year 11 Topics

In year 11 we teach the following topics over the course of the year. Each topic draws on prior learning from previous years and builds on understanding from the Year 10 Theme 1 Investigating Small Business. Each topic develops and deepens the Core knowledge that will underpin all areas of the curriculum at KS4 and KS5.

Topic	Rationale	Knowledge acquisition	Key vocabulary	Skills and enrichment
2.1 Growing a Business	To understand the methods of growth and how and why business aims and objectives change as businesses evolve.	Business Growth	Organic growth, innovation, R & D, inorganic growth, merger, takeover. public limited company (plc), limited liability, shareholder, retained profit, assets, loan capital, share capital, stock market flotation, backward vertical, horizontal integration, forward vertical, conglomerate	Independence problem solving, evaluation – Exam Questions analysis - Exam Questions creativity literacy numeracy oracy research
	To be able to analyse the impact of globalisation and the ethical and environmental questions facing business.	Changes in business aims and objectives	Aim, objective, market conditions, technology, legislation, survival, growth, workforce, market, product range	
		Business and globalisation	Globalisation, imports, exports, multinationals, international trade, tariffs, trade blocs, quotas, subsidies, non-tariff barriers, e-commerce, glocalisation	
		Ethics, the environment and business	Ethics, trade-offs, environment, renewable energy, food miles, social enterprise, sustainability, pressure group, stakeholder, publicity	

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2.2 Making marketing decisions	To explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.	Product	Design mix, function, aesthetics, cost, product life cycle, introduction, growth, maturity, decline, extension strategies, differentiation	Independence problem solving, evaluation – Exam Questions analysis - Exam Questions creativity literacy numeracy oracy research
		Price	Pricing strategy, premium price, competitor pricing, generic products, product trial, profit margin, technology, competition, market segment	
		Promotion	Promotion strategies, advertising, sponsorship, product trial, special offers, public relations branding, viral marketing, social media, e-newsletters, e-mail, apps	
		Place	Distribution, channel of distribution, retailers, e-tailers, manufacturer, customer, e-commerce	
		Using the marketing mix to make business decisions	Marketing mix, competitive advantage, integrate	

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2.3 Making operational decisions	To understand how businesses focus on meeting customer needs through design, supply, quality and sales decisions.	Business Operations	Operations, production, job, batch, flow, design, assembly, deliver, control, test, bespoke, semi-skilled, mass produced, productivity, competitive, quality, flexibility, economies of scale	Independence problem solving, evaluation – Exam Questions analysis - Exam Questions creativity literacy numeracy oracy research
		Working with suppliers	Stock, bar gate stock graph, maximum stock level stock control, just in time (JIT), procurement, suppliers, quality, delivery, speed, reliability, availability, logistics, supply, reputation, customer satisfaction	
		Managing quality	Quality, production, quality assurance,	
		The sales process	Product knowledge, speed, efficiency, customer engagement, customer feedback, post-sales service, customer service	
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2.4 Making financial decisions	To explore the tools a business has to support financial decision making, including ratio analysis and the use and limitation of financial information	Business calculations	Gross profit, net profit, gross profit margin, net profit margin, average rate of return (Formulae and Terminology)	Independence problem solving, evaluation – Exam Questions analysis - Exam Questions creativity literacy numeracy oracy research
		Understanding business performance	Quantitative data, financial data, marketing data, market data, business performance, business decisions	

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2.5 Making human resource decisions	To understand the decisions relating to organisational structure, recruitment, training and motivation that need to be made to influence business activity	Organisational structures	Hierarchical, flat, centralised, decentralised, communication, motivation, barriers to communication, ways of working, part-time, full-time, flexible hours, permanent. Temporary, freelance contract, remote working	Independence problem solving, evaluation – Exam Questions analysis - Exam Questions creativity literacy numeracy oracy research
		Effective recruitment	Job role, responsibility, director, senior manager, supervisor, operational staff, recruitment, documents, person specification, job description, application form, CV, internal recruitment, external recruitment	
		Effective training and development	Employee, formal training, informal training, self-learning, ongoing training, target setting, performance reviews, training, motivation, retention, retraining	
		Motivation	Attracting employees, retaining employees, productivity, financial rewards, remuneration, bonus, commission, promotion, fringe benefits, non-financial rewards, job rotation, job enrichment, autonomy	