

	J2J	Half Term 1 Sept- Oct	Half Term 2 Oct-Dec	Half Term 3 -Jan- Feb	Half Term 4 - Feb- April
Scheme title	Business 2.1	Business 2.2	Business 2.3	Business 2.4	Business 2.5
Knowledge in sequence	<ul style="list-style-type: none"> Students will learn about the benefits of business growth and expanding globally. They will explore how businesses can become PLC's and use share capital to fund growth. They should also understand how businesses set aims and objectives and how these may change in periods of success and difficulty becoming more ambitious or conservative as necessary. Students learn about the ways a business can grow through organic or inorganic means. They will discuss the pros and cons of methods such as takeovers and mergers vs the slower organic route. They should also recognise which businesses could afford to use such methods. Students should consider how a product may have to be adapted for a global market as well as the difficulties and benefits that operating globally could bring. They will build on their knowledge of the 4p's and explain why things such as price may have to be changed to meet the needs of developing markets. Students will look at how businesses can act in an ethical manner and the benefits of doing so. This will be explored through looking at working conditions in the developing world as well as the environmental impacts of businesses on things such as plastic waste. Students should be able to discuss how there could be a trade off between being ethical and maximising profits and form a judgment on which they think is more beneficial. 	<ul style="list-style-type: none"> Students should know the 3 elements of the design mix and how some might be more important to different products, they should be able to link this with the idea of creating a strong USP through design. Students should learn the key stages in the product life cycle and be able to identify what happens at each stage as well as how extension strategies can be used to prevent decline Students should have an understanding of different pricing strategies and promotional techniques – linking appropriate strategies to a target market Students need to explore 'place' from the perspective of e tailing as well as other distribution channels It is important that they can analyse a marketing mix to see if it can work together to form an integrated marketing mix 	<ul style="list-style-type: none"> Students need to know about different production methods and which businesses would use them Students should be able to recognise the importance of supplier relationships and how these can be managed Both JIC and JIT stock control need to be explored and in the case of JIC students should be able to interpret a bar gate stock graph Both methods of managing quality need to be explored with a key emphasis being on the advantages and disadvantages of each method Students need to understand that a sales process can go from before someone buys something to the customer service both during and after purchase. 	<ul style="list-style-type: none"> Students need to be able to know what gross and net profit are and how to calculate them Students should also understand how calculating margins can be helpful to compare one business to another as they may have vastly different revenues and costs. Average rate of return is a concept students need to be confident with and understand how it can be used to assess the worthiness of different investments Students need to be able to assess performance of a business by analysing graphs and financial information to compare one year with another. 	<ul style="list-style-type: none"> Students need to be confident with flat and tall business structures and the affect they can have on communication within a business Students should be able to identify barriers to effective communication and the impact this has on staff Students look at recruiting from within and externally and the advantages and disadvantages of each method Motivational theory should be explored – Maslow is a good example and this leads into both financial and non-financial methods of motivation
Skills	<p>Developing exam technique with the use of the BLT structure</p> <p>Marketing mix</p> <p>Market research to understand customer needs</p> <p>Different forms of business and the benefits of branding are also covered in theme 1</p>	<p>Developing exam technique with the use of the BLT structure</p> <p>Marketing mix is explored in theme one and theme two so is important to understand the 4 elements of.</p>	<p>Developing exam technique with the use of the BLT structure</p> <p>Controlling cost per unit can be linked with theme one financial calculations</p> <p>Economies of scale is an important concept that can also be linked with business growth 2.1</p>	<p>Developing exam technique with the use of the BLT structure</p> <p>Profit is a concept looked at across both themes</p> <p>Analysis of graphs is a skill needed for both themes on the course</p>	<p>Developing exam technique with the use of the BLT structure</p> <p>Students can link communication to issues with expanding a business which is covered in 2.1</p>
Key Words	<p>Merger</p> <p>Takeover</p> <p>Public Limited Company</p> <p>Multinational</p> <p>Dividends</p> <p>Stock Market Flotation</p> <p>Stock Exchange</p> <p>Globalisation</p> <p>Imports</p> <p>Exports</p> <p>Tariff</p> <p>Protectionist measure</p> <p>Trading bloc</p> <p>Ethics</p> <p>Stakeholder</p> <p>Trade-off</p> <p>Sustainability</p> <p>Pressure group</p> <p>Boycott</p>	<p>Design Mix</p> <p>Advertising</p> <p>Aesthetics</p> <p>Branding</p> <p>Competitive Advantage</p> <p>Cost</p> <p>Distribution</p> <p>E-tailing</p> <p>Extension Strategies</p> <p>Function</p> <p>Mass Market</p> <p>Niche Market</p> <p>Patent</p> <p>Pricing Strategies</p> <p>Product Life Cycle</p> <p>Product Portfolio</p> <p>Product Trials</p> <p>Promotion</p> <p>Retailing</p> <p>Sponsorship</p> <p>Stock</p> <p>Viral Advertising</p>	<p>Batch Production</p> <p>Competitive Advantage</p> <p>Cost per Unit</p> <p>Economies of Scale</p> <p>Flow Production</p> <p>Job Production</p> <p>Just in Time</p> <p>Productivity</p> <p>Profit Margin</p> <p>Quality</p> <p>Quality Assurance</p> <p>Quality Control</p> <p>Quality Mark</p> <p>Stock</p> <p>Stock control</p> <p>Suppliers</p>	<p>Cost of Sales</p> <p>Demographics</p> <p>Bonus</p> <p>Centralisation</p> <p>Chain of Command</p> <p>Commission</p> <p>Communication</p> <p>Decentralisation</p> <p>Delayering</p> <p>Delegation</p> <p>Empowerment</p> <p>Esteem</p> <p>External Communication</p> <p>Formal Communication</p> <p>Freelance Workers</p> <p>Fringe Benefits</p> <p>Hierarchy</p> <p>Informal Communication</p> <p>Internal Communication</p> <p>Line Manager</p> <p>Organisation Chart</p> <p>Overtime</p> <p>Remuneration</p> <p>Salary</p> <p>Self-Actualisation</p> <p>Span of Control</p> <p>Subordinate</p>	<p>Accountability</p> <p>Autonomy</p> <p>Bonus</p> <p>Centralised</p> <p>Commission</p> <p>Decentralised</p> <p>External Recruitment</p> <p>Flat Structure</p> <p>Hierarchical Structure</p> <p>Internal Recruitment</p> <p>Job Description</p> <p>Job Enrichment</p> <p>Job Rotation</p> <p>Job Satisfaction</p> <p>Minimum Wage</p> <p>Motivation</p> <p>Person Specification</p> <p>Remuneration</p> <p>Retention</p> <p>Span of control</p> <p>Training</p>
End Point	assessment 2.1	Cumulative Assessment 2.1 & 2.2	Cumulative assessment 2.1 - 2.3	Assessment 2.4	Paper 2 full paper GCSE
Assessment method	<p>Mid-point assessment 9 marker on business ethics</p> <p>Final assessment on 2.1</p>	<p>Mid-point assessment 9 marker on business ethics</p> <p>Final assessment on 2.1</p>	<p>Mid-point assessment 9 marker on production methods</p> <p>Final assessment on 2.3</p>	<p>Mid-point assessment on formulas</p> <p>Final assessment on 2.4</p>	<p>Mid-point assessment 9 marker on business structures</p> <p>Final assessment on 2.5</p>