

**EMMANUEL COLLEGE**  
**THE BUSINESS AND COMPUTING DEPARTMENT**  
 Year 11 Business



<b>GCSE Business Year 11</b>	<b>Year 11 Autumn Term</b>
<b>Unit Title</b>	Theme 2: Building a Business
<b>Key Question(s)?</b>	How do businesses grow? How do marketing decisions support the growth and success of businesses? How do operational decisions support the growth and success of businesses? How do financial decisions support the growth and success of businesses? How do human resource decisions support the growth and success of businesses?
<b>Threshold Concepts</b>	<p>The impact on businesses with increasing globalisation. This presents businesses with both risks and opportunities. The impact of protectionism on business activity is covered to allow students to understand the increasing use of technology to work with suppliers and customers in other parts of the world.</p> <p>Ethical considerations influence business activity by presenting possible trade-offs between ethics and profit. Environment considerations influence business activity by presenting trade-offs including between sustainability and profit.</p> <p>The importance of the product life cycle. This describes the length of time a product is expected to endure. It can be extended by making changes to its appearance or function. The business production process for both goods and services. Methods, advantages and disadvantages of production methods. Relevance of quality and product type on production method.</p>
<b>Link to Prior Learning</b>	<p>Previous topics have covered a range of key knowledge such as: trade-offs between stakeholders; types of business ownership; business aims and objectives. Students have covered the methods of business growth; the competitive environment.</p> <p>Marketing strategies, including how to meet the needs of customers have been studied to allow students to access this theme effectively.</p>
	<b>Year 11 Spring Term Half Term 1</b>
<b>Unit Title</b>	Theme 2: Building a Business
<b>Key Question(s)?</b>	How do financial decisions support the growth and success of businesses? How do human resource decisions support the growth and success of businesses?
<b>Threshold Concepts</b>	<p>The need and ability to perform business calculations to assess the financial success of a business. Relevance of financial and non-financial data on monitoring business performance.</p> <p>Businesses have a range of organisational structures including hierarchical or flat and centralised or decentralised.</p> <p>Good employers train their employees through a range of formal and informal strategies. The methods and importance of business leaders being able to motivate their employees.</p>

<b>Link to Prior Learning</b>	Previous topics have covered a range of key knowledge such as: business revenues, costs and profits; business calculations skills. Students have covered the importance of quality, including customer service.
	<b>Year 11 Spring Term Half Term 2</b>
<b>Unit Title</b>	Unit 1 Investigating Small Business and Unit 2 Building a Business
<b>Key Question(s)?</b>	How do the aspects of the course covered interact and link together? How should exam questions be structured to allow students to effectively use the knowledge that they have learned?
	Focus on Revision and exam question technique.
<b>Knowledge and Sequencing Rationale</b>	<p>This half-term students are looking at the use and impact of theory that they learned in Theme 1. For example, the use of marketing when the businesses grow which builds on the Theme 1 theory on understanding customers' needs.</p> <p>The term focuses on strategies for business growth, i.e. how businesses can use the concepts learned in Unit 1 to help business to grow.</p> <p>Theme 1 looks at how new businesses come about and why some are and some are not successful. This term we are considering successful businesses that are looking to expand and grow. The methods and planning for this growth builds on Theme 1 theory; for example, the importance of recognising and delivering customers' needs. The risks and rewards associated with growth are the same as Theme 1. The types of business ownership may need to change as the business grows and the significance of the types of ownership was dealt with in Theme 1.</p> <p>The basics of finance and business calculations were taught in Year 10. This element uses these concepts to look at using the financial data of businesses to assess their performance and to develop strategies for future implementation.</p> <p>Non-financial data such as market research findings was covered in Unit 1. Here, this knowledge will be used to assess performance and again inform future strategies.</p>

