



Yearly Overview Plan

Term 1	Subject: Business studies	Year Group: 11	
<u>Unit Topic</u> Marketing 3.1	<u>Learning Outcomes</u> <i>Students will learn about....</i>	<u>Real World / UAE Application</u>	<u>Assessment Methods</u>
<ul style="list-style-type: none"> Marketing and market research 	<ul style="list-style-type: none"> The meaning of the term 'marketing' How to collect and interpret quantitative and qualitative research data to help decide on issues such as the appropriate marketing mix 	<ul style="list-style-type: none"> Develop research skills by analysing a successful business in the UAE and prepare a marketing mix for that business 	<ul style="list-style-type: none"> Research marked with feedback using WWW and EBI GCSE past exam paper question
<ul style="list-style-type: none"> Product trial and repeat purchase 	<ul style="list-style-type: none"> The concept of breaking down 'sales' into product trial and repeat purchase and how to maximise repeat purchase through customer loyalty 	<ul style="list-style-type: none"> Analytical skills developed through extended writing on how business in the UAE achieve repeat purchase compared to methods used in the UK in different industries Presentation skills developed by delivery of findings 	<ul style="list-style-type: none"> Extended writing and presentation marked with feedback.
<ul style="list-style-type: none"> Product life cycle 	<ul style="list-style-type: none"> The four phases of the life cycle, extension strategies, cash flow and the life cycle, and product portfolio analysis through the Boston Matrix 	<ul style="list-style-type: none"> Investigation into existing products and analysing their stages of the product lifecycle- students investigate successful and unsuccessful products on the market 	<ul style="list-style-type: none"> Workbook marked with feedback Past exam paper question
<ul style="list-style-type: none"> Branding and differentiation 	<ul style="list-style-type: none"> The importance of brands as an aid to product trial and repeat purchase and the need to differentiate a product/service from others, given the level of competition 	<ul style="list-style-type: none"> Linking repeat purchase to successful brands both worldwide and in the UAE. Identifying the characteristics of successful brands 	<ul style="list-style-type: none"> Extended writing marked with feedback
<ul style="list-style-type: none"> Building a successful marketing mix 	<ul style="list-style-type: none"> The importance of managing a brand through the key variables that make up the mix: Product, Price, Promotion and Place 	<ul style="list-style-type: none"> Developing of the marketing mix for worldwide successful brands 	<ul style="list-style-type: none"> Written class assessment marked with feedback

<ul style="list-style-type: none"> • Design and research development 	<ul style="list-style-type: none"> • Design as a key approach to product differentiation, be able to appreciate the design mix and show the need for scientific research to provide the basis for development 	<ul style="list-style-type: none"> • Analysing how businesses develop their design mix in order to develop their products 	<ul style="list-style-type: none"> • Extended writing marked with feedback
<ul style="list-style-type: none"> • Managing stock and quality 	<ul style="list-style-type: none"> • To interpret bar graph stock graphs to see how stock control should work in theory and understand the need for the use of Just In Time (JIT) stock control • The advantages and drawbacks of different stock control methods • Quality control versus a culture of quality assurance 	<ul style="list-style-type: none"> • Identifying how successful businesses manage their level of stock and the importance of good quality control 	<ul style="list-style-type: none"> • Bookwork marked with feedback • GCSE past exam paper question
<ul style="list-style-type: none"> • Cost-effective operations and competitiveness 	<ul style="list-style-type: none"> • Keeping productivity up and costs down to ensure low costs and allow for competitive prices 	<ul style="list-style-type: none"> • Identification of how firms in the UAE and worldwide keep their costs low in order to keep prices competitive 	<ul style="list-style-type: none"> • Investigative writing marketed with feedback using WWW and EBI
<ul style="list-style-type: none"> • Effective customer service 	<ul style="list-style-type: none"> • Providing customers with the service level they want, when they want it, and to see the link with repeat purchase levels • The disadvantages of poor customer service 	<ul style="list-style-type: none"> • Linking good customer service to successful businesses in the student's area. 	<ul style="list-style-type: none"> • Bookwork marked with feedback
<p><u>Unit Topic</u> <u>Meeting customer needs 3.2</u></p> <ul style="list-style-type: none"> • Meeting consumer protection laws 	<ul style="list-style-type: none"> • A brief introduction to the purpose of Trade Descriptions and Sale of Goods legislation and the effects of this legislation on business 	<ul style="list-style-type: none"> • Literature skills developed by analysing various business laws 	<ul style="list-style-type: none"> • Extended writing marked with feedback • GCSE past exam paper question

Term 2	Subject:	Year Group:	
<u>Unit Topic</u> <u>Effective financial management 3.3</u>	<u>Learning Outcomes</u>	<u>Real World / UAE Application</u>	<u>Assessment Methods</u>
<ul style="list-style-type: none"> • How to improve cash flow 	<ul style="list-style-type: none"> • Key aspects of financial management such as how to establish more favourable credit terms with customers and suppliers and the practice of de-stocking • How to analyse the difference between increasing cash inflows and reducing cash outflows 	<ul style="list-style-type: none"> • Calculation skills developed by developing various financial statements • Analysing the inflows and outflows of real life businesses 	<ul style="list-style-type: none"> • All financial statements marked with feedback • GCSE past exam paper question
<ul style="list-style-type: none"> • How to improve profit 	<ul style="list-style-type: none"> • Cutting costs and increasing revenues, and the impact of price changes on profit 	<ul style="list-style-type: none"> • Numerical skills developed by analysing revenues, prices and profits 	<ul style="list-style-type: none"> • GCSE past exam paper question
<ul style="list-style-type: none"> • Break-even charts and break-even analysis: 	<ul style="list-style-type: none"> • How to draw and interpret break-even charts; calculate the break-even point and margin of safety • How changes to price and costs affect the break-even point • The value to a business of using break-even analysis 	<ul style="list-style-type: none"> • Illustrative skills developed by creating break even analysis charts • Evaluate skills developed through analysing financial statements 	<ul style="list-style-type: none"> • All financial statements marked with feedback • Illustrations demonstrated and marked with feedback • GCSE past exam paper question
<ul style="list-style-type: none"> • Financing growth 	<ul style="list-style-type: none"> • How to finance a business from both internal sources (profit, asset sales) and external sources (share capital, debt), including stock market flotation 	<ul style="list-style-type: none"> • Investigating different forms of finance available for different types of businesses in the UK and the UAE 	<ul style="list-style-type: none"> • Extended writing marked with written feedback

<p style="text-align: center;"><u>Unit Topic</u> <u>Effective people management 3.4</u></p>			
<ul style="list-style-type: none"> • Organisational structure 	<ul style="list-style-type: none"> • The importance of divisional structure, levels of hierarchy, chains of command, and centralised versus decentralised systems 	<ul style="list-style-type: none"> • Research skills developed through analysing how small and large businesses are structured. 	<ul style="list-style-type: none"> • Book work marked with feedback using WWW and EBI.
<ul style="list-style-type: none"> • Motivation theory 	<ul style="list-style-type: none"> • The significance of motivation in the workplace, with specific focus on Maslow's Hierarchy of Needs and its potential in organisations • The idea that motivation comes from within 	<ul style="list-style-type: none"> • Link personal motivational factors to that of employees and successful businesses worldwide 	<ul style="list-style-type: none"> • GCSE past paper question
<ul style="list-style-type: none"> • Communication 	<ul style="list-style-type: none"> • The impact of insufficient or excessive communication on efficiency, the impact on staff and their motivation and the barriers to effective communication 	<ul style="list-style-type: none"> • Investigating the importance of good communication and motivation in order for a business to succeed. 	<ul style="list-style-type: none"> • Extended writing marked with feedback using WWW and EBI
<ul style="list-style-type: none"> • Remuneration 	<ul style="list-style-type: none"> • The impact on staff of various payment strategies, including time, piece rate, commission; full-time salary versus freelance or temporary work; fringe benefits • The impact on business of different payment systems 	<ul style="list-style-type: none"> • Numerical skills developed through calculation of salaries and wage rates • Identification of fringe benefits offered in different industries in the UAE. Eg. Teachers-housing, medical etc 	<ul style="list-style-type: none"> • Calculations marked with feedback. • Class assessment with feedback

Term 3	Subject:	Year Group:	
<u>Unit Topic</u> The wider world affecting business 3.5	<u>Learning Outcomes</u>	<u>Real World / UAE Application</u>	<u>Assessment Methods</u>
<ul style="list-style-type: none"> Ethics in business 	<ul style="list-style-type: none"> The meaning of the term 'ethics' in business and the complexity of moral issues affecting organisations Possible trade-off between ethics and profit The importance of the potential effects of pressure group activity 	<ul style="list-style-type: none"> Comparison of the ethical beliefs and morals affecting businesses in the UAE and UK. 	<ul style="list-style-type: none"> Extended writing marked with feedback GCSE past exam question
<ul style="list-style-type: none"> Environmental issues 	<ul style="list-style-type: none"> How businesses affect the environment The importance of short-term environmental effects (impact on traffic congestion; air, noise and water pollution; recycling) and long-term environmental effects (global warming and resource depletion) 	<ul style="list-style-type: none"> Increase environmental awareness by analysing effects of business activity on the environment 	<ul style="list-style-type: none"> Books marked with feedback using WWW and EBI
<ul style="list-style-type: none"> Economic issues affecting international trade 	<ul style="list-style-type: none"> The extremes of income distribution internationally The effect of import protection and export subsidy on businesses 	<ul style="list-style-type: none"> Analysing the use of subsidies and how they contribute towards the success of well-known businesses. 	<ul style="list-style-type: none"> Extended writing marked with feedback GCSE past exam paper question
<ul style="list-style-type: none"> The impact of government and the EU 	<ul style="list-style-type: none"> The impact of regulation and taxation and the benefits and drawbacks of minimum wage, maternity/paternity rights and health and safety regulations on businesses 	<ul style="list-style-type: none"> Literacy skills developed through the study of various laws and regulations 	<ul style="list-style-type: none"> Class assessment marked with feedback