



Autumn Learning Journey for Y11 Business



How does this unit link to prior learning?									
Builds on Theme 1 knowledge of enterprise and marketing.									
What will you be learning about?					How does this link to the wider curriculum?				
Growth, globalisation, ethics, and marketing mix decisions.					Links to geography (global trade), maths (pricing) and careers in business. The rule of law for establishing companies & accountability (British Values)				
We will develop our learning each week by focusing on:									
1. Business growth Explain internal and external growth; assess impacts of organic growth, mergers and takeovers; describe plc ownership and sources of finance for growth.				RAG	7. Product Explain the design mix; describe product life cycle stages and extension strategies; explain product differentiation.				RAG
2. Aims & objectives Explain why aims and objectives change as businesses evolve; analyse responses to market conditions, technology, performance, legislation and internal reasons.					8. Price Explain pricing strategies; analyse influences on pricing such as technology, competition, market segments and product life cycle.				
3. Globalisation Explain imports, exports, changing business locations, multinationals, tariffs and trade blocs; analyse how businesses compete internationally.					9. Promotion Explain promotion strategies for different market segments; analyse technology in promotion including targeted online advertising, viral advertising and e-newsletters.				
4. Ethics & environment Explain ethical and environmental considerations; analyse trade-offs between ethics, sustainability and profit; assess pressure group impact on the marketing mix.					10 Place Explain methods of distribution including retailers and e-tailers; assess how place affects customer access and competitiveness.				
5. 2.1 Learning Mat					11. Using the Marketing mix Explain how each element of the marketing mix influences other elements; analyse integrated marketing mix and competitive advantage.				
6. Assessment Demonstrate understanding of 2.1 Growing the Business through GCSE-style questions; review feedback and identify improvement priorities.					12. 2.2 revision & assessment Demonstrate understanding of 2.2 Making Marketing Decisions through GCSE-style questions; review feedback and identify improvement priorities.				
Key vocabulary									
Growth	Globalisation	Ethics	Price	Product					
Development	Marketing Mix	Business Aims	Promotion	Place					

How will this help you in the future?	
KS4 Demonstrate knowledge and understanding of how to grow an existing business. National and international development – Paper 2.	Beyond LHS Careers in Business Administration, produce development. Level 3 BTEC/T-Level/A-Level Business. Entrepreneurship – developing your own business

