

KS4 Business – Year 11

	Topics Covered	Assessment
<p>YEAR 11 AUTUMN TERM</p> <p>Weeks – 1-15</p> <p>5th September – 21st December 2016</p>	<p><u>Unit 2 Controlled Assessment preparation and completion.</u></p> <p>Week 1 & 2 Preparation for controlled assessment</p> <p>Week 3,4,5 Research and business presentations for the controlled assessment</p> <p>Week 6, 7 Controlled Assessment Write up</p> <p><u>Section 1 Marketing</u></p> <p>Topic 1: The meaning of the term ‘marketing’?</p> <p>Topic 2: Market research</p> <p>Topic 3: Product trial and repeat purchase</p> <p>Topic 4: Product life cycle</p> <p>Topic 5: Branding and differentiation</p> <p>Topic 6: Building a successful marketing mix</p> <p><u>Section 2: Meeting customer needs</u></p> <p>Topic 7: Design and research development</p> <p>Topic 8: Managing stock and quality</p>	<p>Controlled Assessment</p> <p>PT1: 16th – 27th November 2015</p> <p>End of unit assessment for section 1</p>
<p>Year 11 Spring Term</p> <p>Weeks – 16-26</p> <p>9th January – 31st March 2017</p>	<p>Topic 9: Cost effective operations and competitiveness</p> <p>Topic 10: Effective customer service</p> <p>Topic 11: Consumer protection laws</p> <p><u>Section 3: Effective financial management</u></p> <p>Topic 12: Cash flow</p> <p>Topic 13: How to improve profit</p> <p>Topic 14: Break-even analysis</p> <p>Topic 15: Financing Growth</p>	<p>End of unit assessment for section 2</p> <p>End of unit assessment for section 3</p> <p>PT2: 22nd February- 11th March 2016</p>
<p>Year 11 SUMMER TERM</p> <p>Weeks – 27-39</p> <p>17th April – 21st July 2017</p>	<p><u>Section 4 Effective people management</u></p> <p>Topic 20: Organisational structures</p> <p>Topic 21: Motivation theory</p> <p>Topic 22: Communication</p> <p>Topic 23: Remuneration</p> <p><u>Section 5: The wider world affecting business</u></p> <p>Topic 24: Ethics in business</p> <p>Topic 25: Environmental issues</p>	<p>End of unit assessment for section 4</p> <p>End of unit assessment for section 5</p> <p>Final Exams</p>

	<p>Topic 26: Economic issues affecting international trade</p> <p>Topic 27: The impact of government and the EU on business</p> <p>Preparation for final exams.</p>	
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Progress Tracking Assessment dates

PT1: 14th- 25th November 2016

PT2: 23rd January to 8th March 2017

PT3: 19th to 30th June 2017