

# St. John's Senior School



Form: Lower 6<sup>th</sup>

Teacher: Mr. H O' Neill

Term: Autumn 2020

WEEK	TOPIC
1-2	<p>Introduction – what is a market?</p> <p><b>1.1.1 The market</b></p> <p>Mass markets and niche markets Dynamic markets</p> <p><b>1.1.2 Market research</b></p> <p>Product and market orientation Methods of market research Uses and limitations of these methods Market segmentation from market research results</p> <p><b>1.1.3 Market positioning</b></p> <p>How businesses use market research information</p>
3-4	<p><b>1.2.1 Demand</b></p> <p>Introduction to the demand curve Discuss movement along and of the demand curve, and factors influencing this</p> <p><b>1.2.2 Supply</b></p> <p>Introduction to the supply curve Discuss movement along and of the supply curve, and factors influencing this</p> <p><b>1.2.3 Markets</b></p> <p>Combine work in demand and supply to illustrate price determination in a market</p>
5	<p><b>1.2.4 Price elasticity of demand (PED)</b></p> <p>Calculation of PED Interpretation of PED and its importance to businesses</p> <p><b>1.2.5 Income elasticity of demand (YED)</b></p> <p>Calculation of YED Comparison contrast to PED Interpretation of YED and its importance to businesses</p>
6	<b>MINI TEST WEEK</b>
7	<p><b>1.3.1 Product/service design</b></p> <p>Design mix and how this might change</p> <p><b>1.3.2 Branding and promotion</b></p> <p>Types of branding Building a brand and changes in branding Generic versus branded products</p> <p><b>1.3.2 Branding and promotion</b></p> <p>Types of promotion</p>
8-9	<b>1.3.3 Pricing strategies</b>

	<p>Different strategies Changes in, and factors determining, these strategies</p> <p><b>1.3.4 Distribution</b></p> <p>Methods Changes in channels used</p> <p><b>1.3.5 Marketing strategy</b></p> <p>The product life cycle and extension strategies Boston Matrix Consumer behaviour How the marketing mix changes in response</p>
10	<p><b>1.4.1 Approaches to staffing</b> Individual and collective methods and approaches</p> <p><b>1.4.2 Recruitment, selection and training</b></p> <p>Methods Costs and benefits</p>
11	<b>END OF TERM EXAM</b>
12	<p><b>1.4.3 Organisation design</b></p> <p>Key features and terminology Strengths and weaknesses of different models</p>
13	<p><b>1.4.4 Motivation in theory and practice</b></p> <p>Importance of motivation Motivation theories Financial and non-financial incentives</p> <p><b>1.4.5 Leadership</b></p> <p>Management and leadership Types/methods Links between leadership and motivation</p>
14	<p><b>1.5.1 Role of an entrepreneur</b></p> <p>What entrepreneurs do Problems and barriers they face</p> <p><b>1.5.2 Entrepreneurial motives and characteristics</b></p> <p>Characteristics and skills Motivations for becoming an entrepreneur</p> <p><b>1.5.6 Moving from entrepreneur to leader</b></p> <p>Challenges</p>

# St. John's Senior School



**Subject: Business (A Level Year 1)**  
**Teacher: Mr H. O' Neill**

**Form: Lower 6<sup>th</sup>**  
**Term: Spring 2021**

WEEK	TOPIC
1	<b>MOCK EXAMS (5<sup>th</sup> and 6<sup>th</sup> forms)</b>
2	<p><b>1.5.3 Business objectives</b>                      Outline and examples of objectives</p> <p><b>1.5.4 Forms of business</b>                      Legal organisation and features                      The factors that lead to these forms</p> <p><b>1.5.5 Business choices</b>                      Opportunity costs, choices and trade offs</p>
3	<p><b>4.1.1 Growing economies</b>                      Measurements of different economies and economic performance                      Business opportunities</p> <p><b>4.1.2 International trade and business growth</b>                      Specialisation of economies and business                      Business growth via trade</p> <p><b>4.1.3 Factors contributing to increased globalisation</b>                      External factors (link to PESTLE)</p>
4	<p><b>4.1.4 Protectionism</b>                      Threats posed to economies and businesses and reactions to these</p> <p><b>4.1.5 Trading blocs</b>                      As a reaction to protectionism between countries                      Opportunities and threats to businesses</p>
5	<p><b>4.2.1 Conditions that prompt trade</b>                      Push and pull factors for businesses</p>
6	<p><b>4.2.2 Assessment of a country as a market</b></p> <p><b>4.2.3 Assessment of a country as a production location</b>                      Contrast the two and compare and contrast factors</p>
<b>HALF - TERM</b>	
7	<p><b>4.2.4 Reasons for global mergers or joint ventures</b></p> <p><b>4.2.5 Global competitiveness</b>                      How this is achieved and can be enhanced through working with other businesses</p>
8	<p><b>4.2.4 Reasons for global mergers or joint ventures</b></p> <p><b>4.2.5 Global competitiveness</b></p>

9	<p><b>4.3.1 Marketing</b></p> <p>On a global scale</p> <p>Strategic choices for different markets</p>
10	<p><b>4.3.3 Cultural and social issues</b></p> <p>Influences on marketing strategy</p> <p><b>4.3.4 Niche markets</b></p> <p>Features and how these interact with cultural and social issues</p>
11	<p><b>4.4.1 The impact of MNCs</b></p> <p>Local impacts versus national impacts</p> <p><b>4.4.2 Ethics</b></p> <p>Ethical discussions raised by the activities of MNCs</p> <p><b>4.4.3 Controlling MNCs</b></p> <p>Possibilities and practicalities</p>

# St. John's Senior School



**Subject: Business**  
**Teacher: Mr H. O' Neill**

**Form: Lower 6<sup>th</sup>**  
**Term: Summer 2021**

WEEK	TOPIC
1	<p><b>2.2.1 Sales forecasting</b>                      Sales forecasting purpose and factors influencing sales forecasts                      Difficulties with forecasting</p> <p><b>2.2.2 Sales, revenue and costs</b>                      Calculation of sales revenue and volume, and link to sales forecasting data</p>
2	<p><b>2.2.2 Sales, revenue and costs</b>                      Calculation of fixed and variable costs</p> <p><b>2.2.3 Break-even</b>                      Numerical calculation                      Graphical presentation and interpretation                      Uses and limitations of break-even analysis</p>
3	<p><b>2.2.4 Budgets</b>                      Purpose and types of budgets                      Variance analysis                      Difficulties of budgeting</p>
4	<p><b>2.3.1 Profit</b>                      Distinction between profit and cash</p> <p><b>2.3.1 Profit</b>                      Calculation (and link to break-even)                      Statement of comprehensive income (profit and loss account)                      – introduction and key features</p>
5	<p><b>2.3.2 Liquidity</b>                      Statement of financial position (balance sheet) – introduction and key features                      Working capital (link to cash)</p>
<b>HALF - TERM</b>	
6	<p><b>2.3.3 Business failure</b>                      Financial: link to cash, profit and liquidity                      Non-financial: link to the market and people</p>

7	<p><b>2.4.1 Production, productivity and efficiency</b>  Methods of production  Productivity and efficiency</p> <p><b>2.4.2 Capacity utilisation</b>  Calculation, implications and ways of improving capacity utilisation</p>
8	<p><b>2.4.3 Stock control</b>  Diagrams and key features  Different methods and advantages gained from each</p> <p><b>2.4.4 Quality management</b>  Methods, costs and benefits  Links between stock control and quality management</p>
9	<p><b>2.5.1 Economic influences</b>  Macroeconomic variables: inflation, exchange rates  Economic policy: interest rates, taxation and government spending</p>
10	<p><b>2.5.2 Legislation</b>  Different areas of businesses affected by legislation</p> <p><b>2.5.3 The Competitive environment</b>  The degree of competition within a market  Responses of businesses to a changing competitive environment</p>
11	Revision