

St. John's Senior School



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

Form: Lower 6th
Term: Autumn 2023

WEEK	WEEK BEGINNING	TOPIC
1	4 th September	<p>Introduction – what is a market?</p> <p>1.1.1 The market</p> <p>Mass markets and niche markets Dynamic markets</p> <p>1.1.2 Market research</p> <p>Product and market orientation Methods of market research Uses and limitations of these methods Market segmentation from market research results</p> <p>1.1.3 Market positioning</p> <p>How businesses use market research information</p>
2	11 th September	<p>1.2.1 Demand</p> <p>Introduction to the demand curve Discuss movement along and of the demand curve, and factors influencing this</p> <p>1.2.2 Supply</p> <p>Introduction to the supply curve Discuss movement along and of the supply curve, and factors influencing this</p> <p>1.2.3 Markets</p> <p>Combine work in demand and supply to illustrate price determination in a market</p>
3	18 th September	<p>1.2.4 Price elasticity of demand (PED)</p> <p>Calculation of PED Interpretation of PED and its importance to businesses</p> <p>1.2.5 Income elasticity of demand (YED)</p> <p>Calculation of YED Comparison contrast to PED Interpretation of YED and its importance to businesses</p>
4	25 th September	<p>1.3.1 Product/service design</p> <p>Design mix and how this might change</p> <p>1.3.2 Branding and promotion</p> <p>Types of branding Building a brand and changes in branding Generic versus branded products</p>

		<p align="center">1.3.2 Branding and promotion Types of promotion</p>
5	2 nd October	Mini- Test Week
6	9 th October	<p align="center">1.3.3 Pricing strategies Different strategies Changes in, and factors determining, these strategies</p> <p align="center">1.3.4 Distribution Methods Changes in channels used</p>
7	16 th October	<p align="center">1.3.5 Marketing strategy The product life cycle and extension strategies Boston Matrix Consumer behaviour How the marketing mix changes in response</p>
HALF - TERM		
8	30 th October	<p align="center">1.4.1 Approaches to staffing Individual and collective methods and approaches</p> <p align="center">1.4.2 Recruitment, selection and training Methods Costs and benefits</p>
9	6 th November	<p align="center">1.4.3 Organisation design Key features and terminology Strengths and weaknesses of different models</p>
10	13 th November	<p align="center">1.4.4 Motivation in theory and practice Importance of motivation Motivation theories Financial and non-financial incentives</p>
11	20 th November	<p align="center">1.4.5 Leadership Management and leadership Types/methods Links between leadership and motivation</p>
12	27 th November	<p align="center">1.5.1 Role of an entrepreneur What entrepreneurs do Problems and barriers they face</p> <p align="center">1.5.2 Entrepreneurial motives and characteristics Characteristics and skills Motivations for becoming an entrepreneur</p> <p align="center">1.5.6 Moving from entrepreneur to leader Challenges</p>
13	4 th December	Revision

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WEEK	WEEK BEGINNING	TOPIC
1	3 rd January (Wednesday)	Mock Examinations
2	8 th January	Mock Examinations
3	15 th January	<p>1.5.3 Business objectives Outline and examples of objectives</p> <p>1.5.4 Forms of business Legal organisation and features The factors that lead to these forms</p> <p>1.5.5 Business choices Opportunity costs, choices and trade offs</p>
4	22 nd January	<p>4.1.1 Growing economies Measurements of different economies and economic performance Business opportunities</p>
5	29 th January	<p>4.1.2 International trade and business growth Specialisation of economies and business Business growth via trade</p> <p>4.1.3 Factors contributing to increased globalisation External factors (link to PESTLE)</p>
6	5 th February	<p>4.1.4 Protectionism Threats posed to economies and businesses and reactions to these</p> <p>4.1.5 Trading blocs As a reaction to protectionism between countries Opportunities and threats to businesses</p>
HALF - TERM		
7	19 th February	<p>4.2.1 Conditions that prompt trade Push and pull factors for businesses</p>

8	26 th February	<p style="text-align: center;">4.2.2 Assessment of a country as a market</p> <p style="text-align: center;">4.2.3 Assessment of a country as a production location</p> <p style="text-align: center;">Contrast the two and compare and contrast factors</p>
9	4 th March	<p style="text-align: center;">4.2.4 Reasons for global mergers or joint ventures</p> <p style="text-align: center;">4.2.5 Global competitiveness</p> <p style="text-align: center;">How this is achieved and can be enhanced through working with other businesses</p>
10	11 th March	<p style="text-align: center;">4.2.4 Reasons for global mergers or joint ventures</p> <p style="text-align: center;">4.2.5 Global competitiveness</p>
11	18 th March	<p style="text-align: center;">4.3.1 Marketing</p> <p style="text-align: center;">On a global scale</p> <p style="text-align: center;">Strategic choices for different markets</p>

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WEEK	WEEK BEGINNING	TOPIC
1	16 th April (Tuesday)	<p>4.3.3 Cultural and social issues Influences on marketing strategy</p> <p>4.3.4 Niche markets Features and how these interact with cultural and social issues</p>
2	22 nd April	<p>4.4.1 The impact of MNCs Local impacts versus national impacts</p> <p>4.4.2 Ethics Ethical discussions raised by the activities of MNCs</p> <p>4.4.3 Controlling MNCs Possibilities and practicalities</p>
3	29 th April	<p>2.2.1 Sales forecasting Sales forecasting purpose and factors influencing sales forecasts Difficulties with forecasting</p> <p>2.2.2 Sales, revenue and costs Calculation of sales revenue and volume, and link to sales forecasting data</p>
4	7 th May	<p>2.2.2 Sales, revenue and costs Calculation of fixed and variable costs</p> <p>2.2.3 Break-even Numerical calculation Graphical presentation and interpretation Uses and limitations of break-even analysis</p>
5	13 th May	<p>2.2.4 Budgets Purpose and types of budgets Variance analysis Difficulties of budgeting</p>
6	20 th May	Revision and Examination technique

HALF - TERM		
7	3 rd June	End of Year Examinations
8	10 th June	<p style="text-align: center;">2.3.1 Profit Distinction between profit and cash</p> <p style="text-align: center;">2.3.1 Profit Calculation (and link to break-even) Statement of comprehensive income (profit and loss account) – introduction and key features</p>
9	17 th June	<p style="text-align: center;">2.3.2 Liquidity Statement of financial position (balance sheet) – introduction and key features Working capital (link to cash)</p>
10	24 th June	<p style="text-align: center;">2.3.3 Business failure Financial: link to cash, profit and liquidity Non-financial: link to the market and people</p>
11	1 st July	<p style="text-align: center;">2.3.1 Profit Distinction between profit and cash</p> <p style="text-align: center;">2.3.1 Profit Calculation and link to break-even Statement of comprehensive income (profit and loss account) – introduction and key features</p>