

## Year 11 GCSE Business (9-1)

### Learning Intentions Autumn Term 2

2024- 2025

	LESSON 1	LESSON 2	LESSON 3
WEEK 9 wc 4 <sup>th</sup> November	<ul style="list-style-type: none"> <li>✓ To understand the international barriers to trade that country's put in place and their purpose.</li> <li>✓ To understand the effects of barriers to trade to given business situations.</li> </ul>	<ul style="list-style-type: none"> <li>✓ To review the 4'Ps of the marketing mix.</li> <li>✓ To understand how businesses compete internationally.</li> </ul>	<ul style="list-style-type: none"> <li>✓ To identify key areas of the 4P's that can be adapted for international markets.</li> <li>✓ To analyse the reasons for failure of given business that have undertaken international expansion.</li> </ul>
WEEK 10 wc 11 <sup>th</sup> November	<ul style="list-style-type: none"> <li>✓ To understand the reasons businesses behave ethically</li> <li>✓ To understand and apply the benefits and drawbacks of behaving ethically for given businesses situations</li> </ul>	<ul style="list-style-type: none"> <li>✓ To understand the reasons businesses behave with a view of being environmental</li> <li>✓ To understand and apply the benefits and drawbacks of behaving ethically for given businesses situations</li> </ul>	<ul style="list-style-type: none"> <li>✓ To understand Product in the marketing Mix</li> <li>✓ To understand the design mix</li> <li>✓ To understand the product life cycle.</li> </ul>
WEEK 11 wc 18 <sup>th</sup> November	<ul style="list-style-type: none"> <li>✓ To evaluate the importance of the product to business success</li> <li>✓ To understand Price in the marketing mix</li> <li>✓ To understand the different strategies that businesses can use to set a Price</li> </ul>	<ul style="list-style-type: none"> <li>✓ To understand Price in the marketing mix</li> <li>✓ To understand the different strategies that businesses can use to set a Price</li> <li>✓ To analyse the impact of pricing strategies on the performance of a given business situation</li> </ul>	<ul style="list-style-type: none"> <li>✓ To understand the reasons businesses promote their products or services</li> <li>✓ To recap on the methods businesses use to promote their products</li> <li>✓ To understand the key factors that influence promotional decisions</li> </ul>
WEEK 12 wc 25 <sup>th</sup> November	<ul style="list-style-type: none"> <li>✓ To understand the benefits and drawbacks of different promotional methods</li> <li>✓ To analyse the use of promotional methods within different business situations.</li> </ul>	<ul style="list-style-type: none"> <li>✓ To understand the different technological methods of business promotion</li> <li>✓ To analyse the use of technological methods of business promotion for given business examples</li> </ul>	<ul style="list-style-type: none"> <li>✓ To understand Place in the marketing Mix</li> <li>✓ To understand different methods of distribution</li> <li>✓ To understand the factors affecting choice of distribution</li> </ul>
WEEK 13 wc 2 <sup>nd</sup> December	<ul style="list-style-type: none"> <li>✓ To analyse the positive impact of distribution choice on the performance of a business</li> <li>✓ To analyse the negative impacts of poor distribution choices on the performance of a business</li> </ul>	<ul style="list-style-type: none"> <li>✓ To understand how each element of the marketing mix can influence the other elements</li> <li>✓ To analyse how businesses can use the marketing mix to build a competitive advantage</li> </ul>	<ul style="list-style-type: none"> <li>✓ To understand how each element of the marketing mix can influence the other elements</li> <li>✓ To analyse how businesses can use the marketing mix to build a competitive advantage</li> </ul>
WEEK 14 wc 9 <sup>th</sup> December	<ul style="list-style-type: none"> <li>✓ To understand the purpose of business operations and the different production processes businesses use</li> </ul>	<ul style="list-style-type: none"> <li>✓ To understand the processes businesses, use to manage stock including JIT and bar gate stock graphs</li> </ul>	<ul style="list-style-type: none"> <li>✓ To analyse the use of technology within the production process</li> </ul>

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		✓ To understand the benefits and drawbacks of the methods of managing stock	
WEEK 15 wc 16 <sup>th</sup> December	✓ To understand the role of suppliers in the procurement process and why they are important ✓ To analyse the factors that affect the choice of supplier in given business situations	✓ To understand the concept of supply chain management and the benefits of supply chain management ✓ To analyse the issues affecting supply chain management and supply chain decisions	✓ To understand how we measure the concept of quality and its importance to business performance ✓ To understand the processes of quality assurance and quality control within businesses