

Holy Family Catholic School – Faculty of Maths and Technology

Subject - Business

Autumn Half-Term 1 Year 11

Learning Intention	Vocab	Concept	Retrieval	Success Criteria	Red Zone
<p>Week 1 Lesson 1</p> <p>To introduce theme 2 – using larger businesses and reviewing key concepts from theme 1</p>	<p>Business growth</p> <p>Economies of scale</p> <p>Internal growth</p> <p>External growth</p>	<p>Business Environment</p>	<p>Theme 1- how we start a business.</p>		
<p>Week 1 Lesson 2</p> <p>To understand the measures of growth in businesses</p> <p>To understand the different types of organic and inorganic growth that businesses can go through.</p>	<p>Revenue</p> <p>Sales volume</p> <p>Profit</p> <p>Market share</p> <p>Number of employees</p> <p>Customer base</p> <p>Output/producti on levels</p> <p>Number of stores/locations</p> <p>Geographic expansion</p> <p>Business value</p> <p>Organic Growth (Internal)</p> <p>Inorganic Growth (External)</p>	<p>Business Environment</p>	<p>Measuring Business Growth</p> <p>Organic Growth</p> <p>Inorganic Growth</p>	<p>Identify and define what organic growth is, with examples (e.g., increased sales, product development, market expansion).</p> <p>Identify and define what inorganic growth is, with examples (e.g., mergers, acquisitions, strategic alliances).</p>	<p>Write your own definition of organic growth:</p> <p>Give one example of how a business might grow organically:</p> <p>Write your own definition of inorganic growth:</p> <p>Give one example of how a business might grow inorganically:</p> <p>Instructions:</p> <p>Read the scenarios below and decide whether each one is an example of organic or inorganic growth. Write your answer and explain why.</p> <p>A clothing brand opens 10 new stores across the country. → Type of growth: _____ → Why?</p> <p>A tech company acquires a smaller startup to gain access to its AI technology. → Type of growth: _____ → Why?</p> <p>A bakery starts offering a new line of gluten-free products. → Type of growth: _____ → Why?</p> <p>Two mobile phone companies merge to become a larger provider. → Type of growth: _____ → Why?</p>

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<p>Week 1 Lesson 3</p> <p>To understand the different methods of organic and inorganic growth that businesses can use for expansion</p>	<p>Organic growth</p> <p>Inorganic growth</p> <p>Business expansion</p>	<p>Business Environment</p>	<p>Product Development and Innovation</p> <p>Franchising</p>	<p>Describe at least two methods of organic and two methods of inorganic growth, with examples for each.</p> <p>Explain how and why businesses might choose different growth methods depending on their goals, size, or industry.</p>	<p>Independent Task: Exploring Business Growth Methods</p> <p>Time: 15 minutes</p> <p>Objective:</p> <ul style="list-style-type: none"> Describe at least two methods of organic and two methods of inorganic growth Explain how and why businesses choose different growth methods based on their goals, size, or industry
<p>Week 2 Lesson 1</p> <p>To understand the advantages and disadvantages of both organic and inorganic growth</p> <p>To practice the skill of case study inference</p>	<p>Organic growth</p> <p>Inorganic growth</p> <p>Advantages of organic growth</p> <p>Disadvantages of organic growth</p> <p>Advantages of inorganic growth</p> <p>Disadvantages of inorganic growth</p>	<p>Business Environment</p>	<p>Rapid Expansion</p> <p>Slow Pace</p> <p>Sustainability</p>	<p>Identify and explain at least two advantages and two disadvantages of both organic and inorganic growth.</p> <p>Compare the pros and cons of each growth method and explain which might be more suitable in different business scenarios.</p>	<p>Independent Task: Evaluating Business Growth Strategies</p> <p>Time: 15 minutes</p> <p>Objective:</p> <ul style="list-style-type: none"> Identify and explain at least two advantages and two disadvantages of both organic and inorganic growth Compare the pros and cons of each method and explain which might be more suitable in different scenarios
<p>Week 2 Lesson 2</p> <p>To review our prior knowledge of the different types of business ownership</p>	<p>Types of business ownership</p> <p>Business ownership structures</p> <p>Forms of business ownership</p>	<p>Business Environment</p>	<p>Sole Trader</p> <p>Partnership</p> <p>Limited Liability Company</p> <p>Franchise</p>	<p>Accurately describe at least four different types of business ownership (e.g., sole trader, partnership, private limited company, public limited company).</p> <p>Recall and explain the key features, benefits, and</p>	<p>Independent Task: Understanding Types of Business Ownership</p> <p>Time: 15 minutes</p> <p>Objective:</p> <ul style="list-style-type: none"> Accurately describe at least four different types of business ownership Provide examples and key features of each

Holy Family Catholic School – Faculty of Maths and Technology

Subject - Business

Autumn Half-Term 1 Year 11

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	Business ownership			drawbacks of each type of ownership.	
<p>Week 3 Lesson 1</p> <p>To understand Public limited company as a form of ownership in comparison to its counterparts.</p>	<p>Public Limited Company (PLC)</p> <p>Forms of business ownership</p> <p>Types of business entities</p> <p>Public company structure</p> <p>Business ownership comparison</p>	Business Environment	<p>Characteristics of a Public Limited Company (PLC)</p>	<p>Explain the key characteristics of a Public Limited Company (PLC), including ownership, liability, and ability to raise capital.</p> <p>Compare a PLC to at least two other forms of ownership (e.g., sole trader, private limited company), highlighting key similarities and differences.</p>	<p>Independent Task: Understanding Public Limited Companies (PLCs)</p> <p>Time: 15 minutes</p> <p>Objective:</p> <ul style="list-style-type: none"> Explain the key characteristics of a Public Limited Company (PLC), including ownership, liability, and ability to raise capital.
<p>Week 3 Lesson 2</p> <p>To understand the use of stock market flotation as a method of business growth</p>	<p>Stock market flotation</p> <p>Initial Public Offering (IPO)</p> <p>Business growth</p> <p>Raising capital</p> <p>Public listing</p>	Business Environment	<p>Advantages of Stock Market Flotation for Business Growth</p> <p>Disadvantages of Stock Market Flotation</p>	<p>Describe what stock market flotation (IPO) is and how it allows a business to raise capital for growth.</p> <p>Explain the advantages and disadvantages of using flotation as a method of business expansion.</p>	<p>Independent Task: Evaluating Flotation as a Growth Strategy</p> <p>Time: 15 minutes</p> <p>Objective:</p> <ul style="list-style-type: none"> Explain the advantages and disadvantages of using flotation (becoming a Public Limited Company) as a method of business expansion.

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Subject - Business

Autumn Half-Term 1 Year 11

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<p>Week 3 Lesson 3</p> <p>Disadvantages of Stock Market Flotation (Prior year 1 learning).</p> <p>Week 4 Lesson 1</p> <p>Understand the key internal types of finance that are most suitable for growing or established businesses</p>	<p>Sources of finance for start-ups</p> <p>Internal finance</p> <p>Start-up capital</p> <p>Business funding</p> <p>Retained earnings</p> <p>Working capital</p> <p>Asset sales</p> <p>Cash flow management</p> <p>Reinvestment of profits</p>	Business Environment	<p>Retained Earnings</p> <p>Sale of Assets</p>	<p>Identify and explain key internal sources of finance (e.g., retained profit, sale of assets) used by growing or established businesses.</p> <p>Assess the suitability of different internal finance types for specific business situations or stages of growth.</p>	<p>Independent Task: Internal Sources of Finance</p> <p>Time: 15 minutes</p> <p>Objective:</p> <ul style="list-style-type: none"> Identify and explain key internal sources of finance Understand how businesses use these sources to support growth or operations
<p>Week 4 Lesson 2</p> <p>Understand the key external types of finance that are most suitable for growing or established businesses</p>	<p>External finance</p> <p>Types of external finance</p> <p>Business finance options</p> <p>Finance for business growth</p> <p>External funding for established businesses</p>	Business Environment	<p>Bank Loans</p> <p>Equity Finance (e.g., Venture Capital or Share Issuance)</p>	<p>Identify and describe key external sources of finance (e.g., bank loans, venture capital, crowdfunding) suitable for growing or established businesses.</p> <p>Evaluate the advantages and disadvantages of different external finance options in relation to business needs and growth stages.</p>	<p>Independent Task: Exploring External Sources of Finance</p> <p>Time: 15 minutes</p> <p>Objective:</p> <ul style="list-style-type: none"> Identify and describe key external sources of finance Understand how these sources support business growth

Holy Family Catholic School – Faculty of Maths and Technology

Subject - Business

Autumn Half-Term 1 Year 11

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<p>Week 5 Lesson 1</p> <p>Understand the key external types of finance that are most suitable for growing or established businesses including their advantages and disadvantages</p>	<p>External finance</p> <p>Types of external finance</p> <p>Advantages of external finance</p> <p>Disadvantages of external finance</p> <p>Business finance for growth</p> <p>Finance for established businesses</p>	<p>Business Environment</p>	<p>Bank Loans</p> <p>Equity Finance (e.g., Venture Capital or Share Issuance)</p> <p>Advantages and Disadvantages of each.</p>	<p>Identify key external finance options available to growing or established businesses and explain their main features.</p> <p>Evaluate the advantages and disadvantages of each external finance option, considering factors like cost, risk, and impact on business control.</p>	<p>Independent Task: Evaluating External Finance Options</p> <p>Time: 15 minutes</p> <p>Objective:</p> <ul style="list-style-type: none"> Evaluate the pros and cons of different external finance options Consider cost, risk, and impact on business control
<p>Week 5 Lesson 2</p> <p>To practice the skill of inference from case studies</p> <p>To analyse the choices made in relation to financing a business in given situations</p>	<p>Business financing choices</p> <p>Finance decision analysis</p> <p>Business funding options</p> <p>Financing strategies</p>	<p>Business Environment</p>	<p>Suitability of Finance Type to Business Context</p> <p>Impact of Finance on Business Operations and Control</p>	<p>Identify and explain the different financing options considered in a given business scenario.</p> <p>Evaluate the suitability and implications of each financing choice based on the business's context, goals, and risks.</p>	<p>Independent Task: Evaluating Financing Choices in Context</p> <p>Time: 15 minutes</p> <p>Objective:</p> <ul style="list-style-type: none"> Evaluate the suitability of different financing options Consider how business context, goals, and risks influence financial decisions
<p>Week 5 Lesson 3</p> <p>To understand why business aims and objectives change over time.</p> <p>To understand the changes businesses</p>	<p>Business aims</p> <p>Business objectives</p> <p>Changing business objectives</p> <p>Business growth objectives</p>	<p>Business Environment</p>	<p>Review knowledge on financial and non-financial objectives of businesses (Prior year 10 learning).</p>	<p>Explain the reasons why businesses may change their aims and objectives as they grow or as external conditions change.</p> <p>Provide examples of how business objectives evolve at</p>	<p>Independent Task: Why Do Business Aims and Objectives Change?</p> <p>Time: 15 minutes</p> <p>Objective:</p> <ul style="list-style-type: none"> Explain the reasons why businesses may change their aims and objectives Understand how growth and external factors influence business decisions

Holy Family Catholic School – Faculty of Maths and Technology

Subject - Business

Autumn Half-Term 1 Year 11

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may make to their objectives as they grow.	Business aims and objectives over time			different stages of growth or in response to market changes.	
<p>Week 6 Lesson 1</p> <p>To review exchange rates and the impact on imports and exports for UK businesses</p>	<p>Exchange rates</p> <p>Imports and exports</p> <p>UK businesses</p> <p>Currency fluctuation</p>	Business Environment	<p>Impact of a Strong Pound</p> <p>Impact of a Weak Pound</p>	<p>Explain how changes in exchange rates affect the cost of imports and the competitiveness of exports for UK businesses.</p> <p>Analyse the impact of exchange rate fluctuations on UK businesses' trade decisions and profitability.</p>	<p>Independent Task: Exchange Rates and Business Impact</p> <p>Time: 15 minutes</p> <p>Objective:</p> <ul style="list-style-type: none"> Explain how changes in exchange rates affect the cost of imports and the competitiveness of exports for UK businesses.
<p>Week 6 Lesson 2</p> <p>To review and research businesses that have undertaken a change in business locations.</p> <p>To analyse the impact of this change in markets or production on the success of the business</p>	<p>Business site moves</p> <p>Impact of relocation</p> <p>Reasons for relocation</p> <p>Business expansion</p> <p>Operational efficiency</p> <p>Cost of relocation</p>	Business Environment	<p>Effect on Costs, Efficiency, and Profit Margins</p> <p>Market Reach and Customer Demand</p>	<p>Identify the specific changes in markets or production within the business context.</p> <p>Evaluate how these changes have positively or negatively affected the business's performance and success.</p>	<p>Independent Task: Evaluating the Impact of Business Changes</p> <p>Time: 15 minutes</p> <p>Objective:</p> <ul style="list-style-type: none"> Evaluate how specific changes have positively or negatively affected a business's performance and success.

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Subject - Business

Autumn Half-Term 1 Year 11

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<p>Week 7 Lesson 1</p> <p>Review the 4P's of the marketing mix and e-commerce</p>	<p>Price</p> <p>Product</p> <p>Promotion</p> <p>Place</p>	<p>Business Environment</p>	<p>The 4 P's of Marketing (Price, Product, Place, Promotion)</p>	<p>Describe the four elements of the marketing mix (Product, Price, Place, Promotion) and their roles in business strategy.</p> <p>Explain how e-commerce influences each of the 4P's and impacts modern marketing approaches.</p>	<p>Independent Task: E-Commerce and the 4Ps of Marketing</p> <p>Time: 15 minutes</p> <p>Objective:</p> <ul style="list-style-type: none"> Explain how e-commerce affects each of the 4Ps (Product, Price, Place, Promotion) Understand how digital platforms shape modern marketing approaches
<p>Week 7 Lesson 2</p> <p>To understand the methods and strategies businesses use to compete internationally.</p>	<p>Export strategies</p> <p>Market entry strategies</p> <p>Global marketing</p> <p>Competitive advantage</p> <p>International trade</p>	<p>Business Environment</p>	<p>Market Entry Strategies</p> <p>Adapting Products and Marketing to Local Markets</p>	<p>Identify and explain key international business strategies such as exporting, joint ventures, and franchising.</p> <p>Analyse how these strategies help businesses gain competitive advantage in global markets.</p>	<p>Independent Task: Analysing Competitive Advantage in Global Markets</p> <p>Time: 15 minutes</p> <p>Objective:</p> <ul style="list-style-type: none"> Analyse how different strategies help businesses gain a competitive edge internationally Consider examples and impacts on performance
<p>Week 7 Lesson 3</p> <p>To understand the barriers to international trade and their impact on the competitiveness of businesses</p>	<p>Tariffs and duties</p> <p>Import restrictions</p> <p>Quotas</p> <p>Trade regulations</p> <p>Non-tariff barriers</p> <p>Customs procedures</p>	<p>Business Environment</p>	<p>Tariffs and Trade Restrictions</p> <p>Regulatory Differences</p>	<p>Identify common barriers to international trade, such as tariffs, quotas, and regulations.</p> <p>Explain how these barriers affect the competitiveness and profitability of businesses operating internationally</p>	<p>Independent Task: Barriers to International Trade</p> <p>Time: 15 minutes</p> <p>Objective:</p> <ul style="list-style-type: none"> Identify and describe common barriers to international trade Understand how these barriers affect businesses and global trade

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	Currency barriers				
<p>Week 8</p> <p>To review stakeholders and their differing objectives (Prior year 1 learning).</p> <p>To understand the methods businesses use to behave ethically</p> <p>To understand the trade-offs between ethics and profit.</p>	<p>Ethics and profit</p> <p>Business ethics</p> <p>Profit vs ethics</p> <p>Ethical trade-offs</p>	<p>Business Environment</p>	<p>Stakeholders and their differing objectives</p>	<p>Explain the concept of ethical decision-making in business and how it can sometimes conflict with profit goals.</p> <p>Evaluate examples where businesses balance or struggle between maintaining ethics and maximising profit.</p>	<p>Independent Task: Ethics vs. Profit in Business</p> <p>Time: 15 minutes</p> <p>Objective:</p> <ul style="list-style-type: none"> • Explain what ethical decision-making means in a business context • Explore how ethical choices can support or conflict with profit goals