

# Year 11 Business Studies Curriculum

Autumn Term 2018-19



Curriculum Content	Assessment	What homework will they have?	I'm not an expert, so how can I help?
<p><b>What will my child be studying this term?</b></p> <ul style="list-style-type: none"> <li>• What methods of growth are there?</li> <li>• Why do business aims and objectives change?</li> <li>• What are the impacts of globalisation?</li> <li>• What barriers are there to international trade?</li> <li>• What is the design mix?</li> <li>• What is the product life cycle?</li> <li>• What pricing strategies are there?</li> <li>• What are the elements of the marketing mix?</li> </ul>	<p>There will be one assessment at the end of half term 1</p> <p>There will be one assessment at the end of half term 2</p>	<p>Students will be given a homework book to work through.</p> <p>Homework is set every two weeks.</p> <p>The homework will be research and knowledge based.</p> <p>Homework will require 2 hours of independent work.</p>	<p>Extended Learning will be included with each homework task every two weeks.</p> <p>If students wish to complete this they can hand it in with their homework.</p> <p>Additionally students are encouraged to read the business news and keep up to date with current affairs.</p>
<p><b>Content covered:</b> Theme 2</p> <ul style="list-style-type: none"> <li>• 2.1 Growing the business</li> <li>• 2.2 Making marketing decisions</li> </ul>			
<p><b>Literacy and numeracy:</b> Key terms – inorganic, organic, merger, takeover, retain profit, selling assets, stock flotation, capital, multinationals, tariffs, trade blocs, imports and exports, aesthetics, extension strategies, sponsorship, viral marketing, branding, retailers, e-tailers, competitive advantage, PLC, e-newsletters, differentiation</p>			
<p><b>What can I do to help my child?</b> Test them using the Revision Guide called 'Revise Edexcel GCSE Business 9-1 Revision Guide' by Pearson Education Books.</p>			
<p><b>Additional resources and details of core texts used:</b> 'Revise Edexcel GCSE Business 9-1 Revision Guide' by Pearson Education Books. BBC Bitesize is also a useful online revision tool.</p>			
<p><b>Teaching group arrangements:</b></p>			
<p><b>Where can I get more advice?</b> Mr A Qureshi (Curriculum Leader) – <a href="mailto:aqureshi@stratfordschool.co.uk">aqureshi@stratfordschool.co.uk</a>. Please include the name of your child's teacher so the message can be forwarded appropriately.</p>			