

<p>Year 11 GCSE Business</p> <p>(Half term 1 and 2)</p>	<p>Unit 2: Influences on business</p> <p>Legal factors such as health and safety, employment laws and consumer law</p> <p>Economic factors such as interest rates, unemployment and consumer spending</p> <p>Technological factors such as e-commerce and digital communication</p> <p>Competition</p> <p>Globalisation including exchange rates</p> <p>Ethics, sustainability and the environment</p>	<p>Enquiry and Independent Research</p> <p>Discussion and Debate</p> <p>Case studies on global businesses.</p> <p>Documentaries and TV shows on global firms and how they compete.</p> <p>Build on exam technique established in year 10, with a particular focus on longer questions.</p>	<p>Unit 2 allows you to understand how external factors can influence on a business, building on key concepts from year 10.</p>	<p>These units will build on your knowledge of why businesses exist and how business finances will be impacted.</p> <p>They will also help you to build on understanding the impacts of external factors and marketing on operations and human resources.</p> <p>The knowledge you learn will be important to you if you choose to take A Level Business or BTEC Level 3 business.</p> <p>There are links to GCSE Geography and product design and also Links to A level Economics.</p>
<p>Half term 3 and 4</p>	<p>Unit 5: Marketing</p> <p>Identifying and satisfying customer needs</p> <p>Product</p> <p>Price</p> <p>Place</p> <p>Promotion</p> <p>Market research</p> <p>Market segmentation</p> <p>Product differentiation</p>	<p>Enquiry and Independent Research</p> <p>Discussion and Debate</p> <p>Case studies on global businesses.</p> <p>Documentaries and TV shows on global firms and how they compete.</p> <p>Build on exam technique established in year 10, with a particular focus</p>	<p>Unit 5 allows you to understand how firms promote themselves, decide on appropriate pricing strategies and build themselves up in competitive markets.</p>	<p>These units will build on your knowledge of why businesses exist and how business finances will be impacted.</p> <p>They will also help you to build on understanding the impacts of external factors and marketing on operations and human resources.</p> <p>The knowledge you learn will be important to you if you choose to take A Level Business or BTEC Level 3 business.</p>

	<p>The product life cycle</p> <p>E-commerce and m-commerce</p> <p>Product portfolio.</p>	<p>on longer questions.</p>		<p>There are links to GCSE Geography and product design and also Links to A level Economics.</p>
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