

| Curriculum Plan  |  | Subject   | Business | Year  | 2 |   |  |
|--|--|---|----------|---|---|---|--|
| Spring 2   |  | W/C 22 <sup>nd</sup> February   |          | W/C 1 <sup>st</sup> March   |   | W/C 8 <sup>th</sup> March   |  |
| How you will access home learning  |  | <p align="center"><b>SMHW</b><br/><b>Microsoft Teams</b><br/><b>School Email</b></p> <p>Each lesson we will start with questions on Microsoft Teams "Posts" - section - This will be Paper 1 content. You will be expected to reply to post and or vote on Polls.</p>   |          | <p align="center"><b>SMHW</b><br/><b>Microsoft Teams</b><br/><b>School Email</b></p> <p>Each lesson we will start with questions on Microsoft Teams "Posts" - section - This will be Paper 1 content. You will be expected to reply to post and or vote on Polls.</p>   |   | <p align="center"><b>SMHW</b><br/><b>Microsoft Teams</b><br/><b>School Email</b></p> <p>Each lesson we will start with questions on Microsoft Teams "Posts" - section - This will be Paper 1 content. You will be expected to reply to post and or vote on Polls.</p>   |  |
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| <p><b>Retrieval</b><br/>How we will help you to recall previously learnt knowledge</p> |  | <p><b>1.4.2 Identifying and understanding customer needs:</b><br/>What customer needs are:</p> <ul style="list-style-type: none"> <li>➤ price</li> <li>➤ quality</li> <li>➤ choice</li> <li>➤ convenience</li> <li>➤ •The importance of identifying and understanding customers:</li> <li>➤ generating sales</li> <li>➤ business survival</li> </ul>  |          | <p><b>1.4.3 What the marketing mix is and the importance of each element:</b> price, product, promotion, place.</p> <p><b>How the elements of the marketing mix work together:</b></p> <ul style="list-style-type: none"> <li>➤ balancing the marketing mix based on the competitive environment</li> <li>➤ the impact of changing consumer needs on the marketing mix</li> <li>➤ the impact of technology on the marketing mix:</li> <li>➤ e-commerce, digital communication.</li> </ul> |   | <p><b>1.4.4 The role and importance of a business plan:</b></p> <ul style="list-style-type: none"> <li>➤ The business idea; business aims and objectives;</li> <li>➤ Target market (market research); forecast revenue, cost and profit; cash-flow forecast; sources of finance; location; marketing mix.</li> <li>➤ <b>The purpose of planning business activity:</b></li> <li>➤ The role and importance of a business plan in minimising risk and obtaining finance.</li> </ul> |  |
| <p><b>New Learning</b><br/>What you will be learning about this week</p>               |  | <p>2.5.4 – Motivation</p> <p><b>You will</b> learn <b>The importance of motivation in the workplace:</b></p> <ul style="list-style-type: none"> <li>● Attracting employees, retaining employees, productivity</li> </ul> <p><b>How businesses motivate employees:</b></p> <ul style="list-style-type: none"> <li>● Financial methods: remuneration, bonus, commission, promotion, fringe benefits</li> <li>● Non-financial methods: job rotation, job enrichment, autonomy</li> </ul> |          | <p>2.5.4 – Motivation</p> <p><b>You will</b> learn <b>The importance of motivation in the workplace:</b></p> <ul style="list-style-type: none"> <li>● Attracting employees, retaining employees, productivity</li> </ul> <p><b>How businesses motivate employees:</b></p> <ul style="list-style-type: none"> <li>● Non-financial methods: job rotation, job enrichment, autonomy</li> </ul>   |   | <p><b>Exam Technique</b></p> <ul style="list-style-type: none"> <li>- <b>Using the Perfecting Exam Technique Guidance ( Edexcel)</b></li> <li>- <b>You will build knowledge on answering 2 &amp; 3 &amp; 6 mark question</b></li> </ul> <p><b>( Paper 1 - 2019 )</b></p>  |  |

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| <p><b>Retrieval</b><br/>How we will help you to recall previously learnt knowledge</p> |  | <p><b>1.5.1 Who are business stakeholders are and their different objectives:</b></p> <ul style="list-style-type: none"> <li>➤ Shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government</li> </ul> <p><b>Stakeholders and businesses:</b></p> <ul style="list-style-type: none"> <li>➤ How stakeholders are affected by business activity</li> <li>➤ How stakeholders impact business activity</li> <li>➤ Possible conflicts between stakeholder groups</li> </ul> | <p><b>1.5.2 Different types of technology used by business:</b></p> <ul style="list-style-type: none"> <li>➤ e-commerce</li> <li>➤ Social media</li> <li>➤ Digital communication</li> <li>➤ Payment systems</li> </ul> <p><b>How technology influences business activity in terms of:</b></p> <ul style="list-style-type: none"> <li>➤ Sales</li> <li>➤ Costs</li> <li>➤ Marketing mix</li> </ul> | <p><b>1.5.3 The purpose of legislation:</b></p> <ul style="list-style-type: none"> <li>● Principles of consumer law: quality and consumer rights</li> <li>● Principles of employment law: recruitment, pay, discrimination, and health and safety</li> </ul> <p><b>The impact of legislation on businesses:</b></p> <ul style="list-style-type: none"> <li>● Cost</li> <li>● Consequences of meeting and not meeting these obligations</li> </ul> |
| <b>New Learning</b>  | What you will be learning about this week        | <p><b>Exam Technique</b></p> <ul style="list-style-type: none"> <li>- <b>Using the Perfecting Exam Technique Guidance ( Edexcel)</b></li> <li>- <b>You will build knowledge on answering 9 mark question</b></li> </ul> <p><b>( Paper 1 - 2019 )</b></p>   | <p><b>Exam Technique</b></p> <ul style="list-style-type: none"> <li>- <b>Using the Perfecting Exam Technique Guidance ( Edexcel)</b></li> <li>- <b>You will build knowledge on answering 12 mark question</b></li> </ul> <p><b>( Paper - 2019 )</b></p>   | <p><b>Exam Technique</b></p> <ul style="list-style-type: none"> <li>- <b>Using the Perfecting Exam Technique Guidance ( Edexcel)</b></li> <li>- <b>You will build knowledge on answering 2 &amp; 3 &amp; 6 mark question</b></li> </ul> <p><b>( Paper 2 - 2019 )</b></p>  |
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