

EPCHS Business Department: Year 11 Programme of Study

Edexcel GCSE Business Qualification

Year/Term	Units of Work	Intent
<p>Term 1</p> <p>Topic 2.1 Growing the business</p> <p><u>Theme 2</u></p> <p>Topic 2.2 Making marketing decisions</p> <p>Topic 2.3 Making operational decisions</p>	2.1.1 , 2.1.2 , 2.1.3 , 2.1.4 REVIEW	Knowledge recall
	2.2.1 Product	<p>Understand the key elements of Product:</p> <ul style="list-style-type: none"> function, aesthetics, cost. <p>The product life cycle:</p> <ul style="list-style-type: none"> the phases of the product life cycle and extension strategies. <p>The importance to a business of differentiating a product/service.</p>
	2.2.2 Price	<p>Understand the key elements of Price:</p> <ul style="list-style-type: none"> pricing strategies <p>Influences on pricing strategies: technology, competition, market segments, product life cycle.</p>
	2.2.3 Promotion	<p>Understand the key elements of Promotion:</p> <ul style="list-style-type: none"> appropriate promotion strategies for different market segments: advertising, sponsorship, product trials, special offers, branding use of technology in promotion: targeted advertising online, viral advertising via social media, e-newsletters.
	2.2.4 Place	<p>Understand the key elements of Place:</p> <ul style="list-style-type: none"> Methods of distribution: retailers and e-tailers (e-commerce).
	2.2.5 Using the marketing mix to make business decisions	<p>Understand how each element of the marketing mix can influence other elements.</p> <ul style="list-style-type: none"> Using the marketing mix to build competitive advantage. How an integrated marketing mix can influence competitive advantage.
	2.3.1 Business operations	<p>Understand the purpose of business operations:</p> <ul style="list-style-type: none"> to produce goods to provide services. <p>Production processes:</p> <ul style="list-style-type: none"> different types: job, batch, flow <p>the impact of different types of production processes: keeping productivity up and costs down and allowing for competitive prices.</p>
	2.3.2 Working with suppliers	<p>Managing stock:</p> <ul style="list-style-type: none"> interpretation of bar gate stock graphs the use of just in time (JIT) stock control. <p>The role of procurement:</p> <ul style="list-style-type: none"> relationships with suppliers: quality, delivery (cost, speed, reliability), availability, cost, trust <p>the impact of logistics and supply decisions on: costs, reputation, customer satisfaction.</p>
	2.3.3 Managing quality	<p>Understand the concept of quality and its importance in:</p> <ul style="list-style-type: none"> the production of goods and the provision of services: quality control and quality assurance allowing a business to control costs and gain a competitive advantage
	2.3.4 The sales process	<p>Product knowledge, speed and efficiency of service, customer engagement, responses to customer feedback, post-sales service.</p> <p>The importance to businesses of providing good customer service.</p>
	2.4.1 Business calculations	<p>Understand the concept and calculation of:</p> <ul style="list-style-type: none"> gross profit net profit.

