



Aspire Achieve Thrive

Autumn Term
Term 1
Business
Year 11

Name: _____

Tutor: _____

Year 11 Homework Timetable

| | | | |
|------------------|-----------------------|-----------------------|-----------------------|
| Monday | Science Task 1 | Ebacc Option A Task 1 | Option C Task 1 |
| Tuesday | Sparx Science | Option B Task 1 | Modern Britain Task 1 |
| Wednesday | English Task 1 | Science Task 2 | Option C Task 2 |
| Thursday | Ebacc Option A Task 2 | Option B Task 2 | Sparx Catch Up |
| Friday | Modern Britain Task 2 | English Task 2 | Sparx Maths |

Sparx Science

- Complete 100% of their assigned homework each week

Sparx Maths

- Complete 100% of their assigned homework each week

| Option A (EBACC) |
|------------------|
| French |
| Geography |
| History |

| Option B |
|--------------------|
| Art |
| Business Studies |
| Catering |
| Childcare |
| Triple Science |
| Travel and Tourism |
| Music |
| Sport |
| IT |

| Option C |
|----------------------|
| Business Studies |
| Catering |
| Computer Science |
| Drama |
| Health & Social Care |
| Media Studies |
| Photography |
| Sport |
| Sociology |

Half Term 1 (8 weeks) - Year 11

| Week / Date | Homework task 1 Cornell Notes | Homework task 2 Exam Question |
|-------------------------------|--|--|
| Week 1 2nd September 2024 | Cornell Notes on Ethics, Environment and Business | Question: Explain one disadvantage of a business being ethical (3) |
| Week 2 9th September 2024 | Revision Cards on Business Operations | Question: Explain one way a business might limit its impact on the environment (3) |
| Week 3 16th September 2024 | Cornell Notes on: Working with suppliers and the role of procurement | Question: Explain one benefit to a business of using batch production (3) |
| Week 4 23rd September 2024 | Revision Cards on Working with suppliers | Question: Explain one benefit to a business of having a good relationship with its suppliers. (3) |
| Week 5 30th September 2024 | Cornell Notes on: The importance of quality control in a business and the different methods used. | Question: Explain one reason why a business might use just in time stock control. (3) |
| Week 6 7th October 2024 | Revision Cards on Quality and Sales process | Question: Explain one advantage to a business of producing a high quality product. (3) |
| Week 7 14th October 2024 | Cornell Notes on: The Sales Process | Question: Explain one disadvantage to a business of providing poor customer service. (3) |
| Week 8 21st October 2024 | Revision Cards on: Marketing Mix - Product | Question: Explain why it is important for businesses to try and differentiate their products. |

Half Term 2 (7 weeks) - Year 11

| Week / Date | Homework task 1 Cornell Notes | Homework task 2 Exam Question |
|-------------------------------|--|--|
| Week 9 4th November 2024 | Cornell Notes on: Product | Question: Explain why a business might want to extend the life of a product? (3) |
| Week 10 11th November 2024 | Revision Cards on: Marketing Mix - Price | Question: Explain an impact that would face a business if they were to increase its prices (3) |
| Week 11 18th November 2024 | Cornell Notes on: Price | Question: Explain the different impacts that face a business if they were to increase its prices. (6) |
| Week 12 25th November 2024 | Mock Exams | Mock Exams |
| Week 13 2nd December 2024 | Mock Exams | Mock Exams |
| Week 14 9th December 2024 | Cornell Notes on: The Marketing Mix - Place and Promotion | Question: Discuss reasons why a business may choose to reduce the amount of promotion that it undertakes. (6) |
| Week 15 16th December 2024 | Revision Cards on: Place | Question: Discuss the different factors a business should consider when choosing a location. (3) |

Business Studies Y11 Knowledge Organiser 1.1

| Week | Key Knowledge | Contextual information | | |
|--|---|---|--|--|
| 1 Ethics & Environment | Businesses do not have a legal responsibility to be ethical. They can make choices between doing the right thing and profit. The groups/things below can all be impacted by unethical business activity. However if the businesses customers are made aware of unethical behaviour then a business may lose customers so they must be careful to make good choices. | Coca Cola has been sued for racism in the work place and polluting water supplies. It has been responsible for promoting cruelty to animals, stands accused of being part of the global obesity problem and is one of the largest palm oil users in the world. | | |
| | Workers - Paid poorly or working in unsafe conditions | | Materials – Using raw materials that are sourced from unethical practice | Consumers –Misleading customers or knowingly providing faulty products |
| | Suppliers – paying a fair price for the products received | | Government – Paying all appropriate taxes and abiding by employment law | Community – disrupting local areas where the business is located, through noise, light or toxic pollution |
| | Environment Business activity can have a negative impact on the environment, they must take this in to consideration when making decisions. Things a business can do to reduce its environmental impacts are; <ul style="list-style-type: none"> • Use renewable resources • Dispose of waste products responsibly • Reduce unnecessary or use recyclable packaging • Reduce its carbon footprint using more environmental means of transportation | Sustainability Businesses need to choose their raw materials carefully as overuse of resources is jeopardising the future of the planet. For example palm oil usage has encouraged huge areas of forest in south-east Asia and Africa to be destroyed. The plantations cover more than 27 million hectares of surface across the world and have a negative impact on wildlife, causing around 100,000 orang-utans to be lost between 1999 and 2015. | Iceland released an advert to promote their commitment to remove Palm oil from all their products. The advert was banned from television but was watched on social media by millions. | |
| Week | Key Knowledge | Key terms | Contextual information | |
| 2 & 3 Business Operations Production process and Technology | Job – Products produced by specialists, often bespoke or made to order. For example wedding cakes | Bespoke – One of a kind, made to the specification of the customer | Production is linked to productivity, flexibility, cost and quality. Businesses that create bespoke products can charge more for their products because of the quality. For example Fender charges up to £10,000 for a guitar. However, products that are produced on a production line can be made more cheaply allowing the business to pass this saving on to the customer and creating competitive advantage | |
| | Batch – Products made in batches. A production line will make several of one item then switch and make several of another. For example a bakery | Economies of scale – the more of a product that is made the cheaper it becomes to make it. For example, bulk buying if a business buys more raw materials then they will be cheaper | | |
| | Flow – The production is normally done on an assembly line. This is often automated so the process can continue 24 hours a day 7 days a week. For example: Car manufacturing | Automation – The use of machinery or robotics to make products | | |
| | Reducing costs – Although capital outlay is expensive, machinery can be run much more efficiently enabling mass production and reduces the need for employees therefore reducing costs | Cost per unit – The raw material and labour cost to make one unit | Impacts of technology <ul style="list-style-type: none"> • Speeds up production process • Lowers production costs • Ensures fewer mistakes • Initial investment is costly • Technology can become obsolete • Requires employee training | |
| | Improving quality – Machinery reduces human error and design programmes improve design processes. Also tracking systems for deliveries can improve customer experience | Supply chain management – The management of resources during the production process | | |
| | Improving flexibility – Machinery can be reprogrammed to create a variety of products. Online processes can allow customers to design bespoke products much more cheaply | Standardisation – Products that are exactly the same as each other | | |


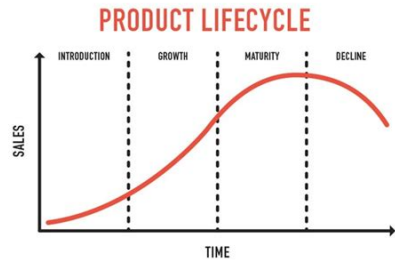
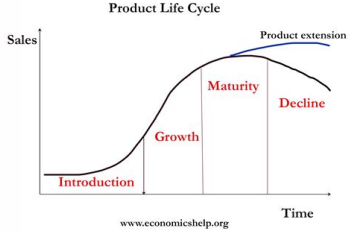
Business Studies Y11 Knowledge Organiser 1.1


| Week | Key Knowledge | | | | Contextual information |
|--|---|--|---|--|--|
| 3 & 4 Working with suppliers The role of procurement | Reliability – The orders need to be delivered on time and the need to be correct | | Capacity – Can the suppliers meet the needs of the business, if the business grows can they still meet the needs | | |
| | Payment terms – Does the supplier offer trade credit, when will they expect to be paid | | Quality – Is the quality appropriate for the customer expectations, can the quality be guaranteed | | |
| | The role of procurement: • Relationships with suppliers: quality, delivery (cost, speed, reliability), availability, cost, trust • The impact of logistics and supply decisions on: costs, reputation, customer satisfaction | | | | |
| | Key Relationships with suppliers: | | | | |
| | Quality - A business will want its suppliers to sell them the best possible quality products for the price | Delivery - If a delivery is late this may stop production and could cost the business money | Availability - supplier to deliver quality stock on time – there will be problems if the stock is not available | Cost - both sides will want the deal to last a long time to reduce the costs of having to find other suppliers, customers or renegotiate a deal | Trust - relationships work well when there is joint problem solving and open communication between the businesses |
| | Procurement defined: Is the process by which businesses buy raw materials, component, products, services, and other resources from a supplier to produce their own products and services | | | | |

| Week | Key Knowledge | Key terms | Bar gate graph | |
|-------------------------|---|---|----------------|--|
| 4 & 5 Managing stock | Customer satisfaction – Managing the level of stock will be important to maintain customer confidence in a business. Customers will go to competitors if they cannot get the products they require from a business | Bar gate graph used to measure stock levels in a business. Indicating when stock is low and when to reorder | | |
| | Perishable/obsolete – Some products will have a limited shelf life and may be spoiled. Some products are seasonal and some products will not be demanded by consumers if they are no longer desirable | Buffer stock – The minimum stock level a business will hold | | Maximum stock level – The amount a business can store within its warehouses |
| | Quantity – holding enough stock to meet customer need is important to the success of a business. However stock is a drain on cash flow so too much stock is not good for a business | Lead time – the time it takes from ordering to delivery | | Re-order level – The point that stock is low, allowing for time for stock to be delivered |

| Week | Key Knowledge | |
|--------------|--|--|
| 4 & 5 JIT | Just in Time stock management is the process of ordering enough stock for the beginning of the production process. This means that a business does not need to warehouse stock reducing costs. For this process to be successful businesses must have excellent relationships with suppliers. | |
| | Advantages | Disadvantages |
| | No need for warehousing, reducing fixed costs | Stock could be late or damaged in transit delaying production |
| | Cash is not tied up in stock so can be used for other elements of the business | If there are unexpected orders businesses may not be able to meet demand |

| Week | Key themes - | | | | |
|--|--|--|--|--|---|
| 5 & 6 Quality | Quality control – The process of checking whether products made on a production line of an appropriate quality and flaw free before shipping to the customer. This ensures that the customer is satisfied and the reputation of the business stays intact | | Quality assurance – An embedded process where quality is put at the heart of the production process. All production works are invested in producing quality products and can intervene if they believe that quality is not being met | | |
| | Advantages | Disadvantages | Advantages | Disadvantages | |
| | Faults will be picked up and issues resolved | Process happens at the end faulty product become waste increasing costs | Less waste as faults are picked up early in the process | Training for staff is more involved and the business is reliant on staff to pick up faults | |
| | Customer will be satisfied with product | Have to employ quality controller to check product increasing costs | No need for quality controllers | May have to increase prices to cover the training costs making business less competitive | |
| Week | Key terms | | | | |
| 6 & 7 The sales process | <p align="center">Customer interest</p> <p>Customers will become interested in products or services that are well marketed. Creating a strong brand image and reputation will increase the chance of consumers choosing your product</p> | <p align="center">Speed and efficiency of service</p> <p>Efficient production processes are important in order for the business to meet the demand for the product. Delivery will also need to be timely to keep customers happy.</p> | <p align="center">Customer engagement</p> <p>This is extremely important in the service industry. Staff need to build relationships with the customer to build trust. This will also be the case with large purchases like cars or houses</p> | <p align="center">Post-sale service</p> <p>Many businesses offer an after sales service. This not only builds loyalty and promotes positive reputation, it encourages repeat purchase. Also post sale service guarantee can help a business make a sale</p> | <p align="center">Customer loyalty</p> <p>Retaining customers is good for building a brand. Also it is much more expensive to attract new customers than it is to keep existing ones</p> |

| Week | Key themes | Additional information | | |
|---------------------------|---|--|--|---|
| 8 & 9 Design mix | Aesthetics – a product may need to look good for a customer. Some products value Aesthetics more than others. For example a designer watch | <p>The design mix for a Dyson Hoover is heavily focused on Function and while they Want them to be aestheticallyPleasing it is more important that they are exceptional at what they do. Dyson product commend a high price because of their success of meeting customer expectations</p>  | | |
| | Function – a product will need to be at least fit for purpose. However some products will need to ensure that their functionality is exceptional. For example an high performance car | | | |
| | Cost – Customers will only pay what they feel is an appropriate price for a product. The two products above could command a high price because of their aesthetics and their function. A standard car or an ordinary watch would be considerably cheaper | | | |
| Week | Key themes – two types | Additional information | | |
| 9 Product life cycle | Introduction – This is in the very early stages, straight after the launch of the product or service. An entrepreneur would expect sales to be low but growing | <p>All products have a product life cycle but the length of time products last varies from product to product. For example; Loom bands were introduced, grew and went through maturity into decline over about an 18mth period. Whereas Heinz Ketchup is still in the maturity phase after 130 years</p>  | | |
| | Growth – At this point sales of the product or service should be rising rapidly with the onset of repeat purchase and greater consumer knowledge of the product/service | | | |
| | Maturity – At this stage the product or service is established. Many people in the target market demand the product and a business will be making large profits | | | |
| | Decline – When consumers tastes change or alternatives are released, then people no longer want the product, sales diminish and profits will go down | | | |
| Week | Key themes – 4 factors | Additional information | | |
| 9 Extension strategies | When a product is beginning to decline then a business may try to extend its life cycle. The strategies it might use are discussed below | | <p>All products have a natural life span, whether 18mths or 130 years. In order to extend this, businesses will make modifications to the product or service throughout the maturity stage. For example; Coca Cola has reinvented its packaging advertising and flavours over its 133 year history. Businesses will also apply extension strategies when sales start to decline. For example ; KitKat chunky, KitKat white chocolate etc</p>  | |
| | Advertising – a business may invest in a new advertising campaign to boost sales | Add value – a business may update the features of the product or service | | Packaging – the product may be rebranded with new packaging/logo |
| | Reducing pricing – a business may include the item in a sales promotion like BOGOF | Target new markets – a business may try to reach a new market. For example a new country | | Encourage greater use – a business may recommend using more of a product to encourage higher sales |

| Week | Key themes | | Key terms | | |
|--------------------------------|--|--|---|---|--|
| 10 & 11 Pricing strategies | High volume, low margin – selling lots of a product with a low mark up. For example 1 million lipsticks at £1 = 1 million in Revenue | | Technology – technology is cheaper than ever before. Businesses will sell electronic equipment at a fraction of the price as a result. | | |
| | Low volume high margin – Selling high quality products at high prices but expecting less sales. For example selling 50,000 lipsticks at £20 = 1 million | | Branding – The quality of a brand will add value to a product or service | | |
| | | | Competition – If there is lots of competition then prices will be reduced to win customers. If there is little or no competition then prices will be much higher | | |
| | | Costs – technology has driven down costs of production. Machinery can make products more cheaply due to efficiencies. | | Market segment – Different market segments will be prepared to pay more for products and services. Some market segments will only be able to afford a certain price | |
| | | Product life cycle – A product will vary its price throughout its life cycle. During introduction and growth it will be cheap to encourage sales. In maturity it will be at its most expensive and in decline price will reduce again | | | |
| Week | Key themes | | Key terms | | Additional information |
| 14 Promotional strategies | Advertising – Any paid advertising for example Newspapers, Radio, TV, social media | | Special offers – Offering deals on products and services | | <p>A promotional strategy is where a business will use a selection of media to complement each other in order to raise the profile of the brand and the product. Promotion done in isolation is much less likely to be successful</p> <div style="border: 1px solid black; padding: 5px;"> <p>For example: Magazine advert plus sales promotion</p>  </div> |
| | Sponsorship - When a business pays to have its brand associated with another big brand or celebrity | | Public relations – Linking the brand to a positive event or cause | | |
| | Product trials – Offer free samples or substantially discounted access | | Branding - Developing a brand personality that helps consumers to trust in the product or service | | |
| Week | Key themes - | | | | |
| 15 Place | Retailing – Traditionally shops used to be found on the high street. This was where you would find all shoppers. Now they are often located on the outskirts of town in retail parks. | E-tailing – with the advent of Online shopping more and more consumers shop on the internet. This means a huge reduction in costs and high street premises are expensive. Plus the ability to sell globally. | Location – Some businesses choose to locate near to a particular resource or target market. For example a clothes manufacturer may locate to china to take advantage of labour costs | | |
| Week | Key terms | | | | |
| 15 Integrated marketing mix | Price - is impacted by the quality of the product and the promotion of the product. If a product is high quality and promoted in a way that encourages the customer to believe it is quality then a consumer will pay a higher price. | Product – the higher the quality of the product the higher the costs to the business. A business will need to be sure that a customer is prepared to pay enough to cover the costs and make a profit | Place - If a business wants to sell a high quality product it will need to make sure it is located in the right place to reach the target market | Promotion – If a business is going to be an E-tailer then it will need to make sure that the promotional methods communicate the product or service successfully to the target market in order to generate sales | |

| Section: | Content: |
|-----------|---|
| Section A | 35 Marks –(Non contextualised) Multiple choice and long and short mark questions. End with a 6 mark question |
| Section B | 30 Marks (Case Studies) Short and Longer questions |
| Section C | 25 Marks (Case Studies) Short and Longer questions |

| Grading Scale | |
|---------------|----------|
| New: | Current: |
| 9 | A* |
| 8 | |
| 7 | A |
| 6 | B |
| 5 | Top C |
| 4 | Bottom C |

Evaluate: Worth 12 Marks (1 per exam)

- E.g. Evaluate whether Sally's ideas will be a success
- 2 reasons for and against – must be contextualised
- 3 link strands per side of the argument or 5 strands for a detailed answer
- Conclusion the same as Justify

Analyse: Worth 6 Marks (Appears in Section B – Case study)

The same as 'Discuss' although NOW must be linked to the case study

- Discuss what/the likely impact/benefit/drawbacks etc.
- Can provide one or two impacts although must total at least 5 link strands e.g. Reason ... because (1st link strand) ... therefore (2nd link strand) ... as a result (3rd Link strand)
- Must be contextualised, can be positive or negative

Outline: Worth 2 Marks (Appears in B & C – Case Studies)

- State one benefit/drawback/impact/method etc
- Provide one link strand
- Must be linked to the context
- Context doesn't mean just using the name of the business

Calculate: Worth 2 Marks (Appear in A, B & C)

- No need to state formula
- Must write your answer on the answer line (2 decimal places if required)
- Must show workings out

7. Evaluate

6. Justify

5. Analyse

4. Discuss

3. Outline

2. Explain

•Calculate

Justify: Worth 9 Marks (Appears in Section B & C)

- Involves a choice between 2 options. E.g. Neil and Sue are considering 2 options either increase price or reduce costs, justify which option they should choose
- Must be linked to the case study (contextualised)
- Pick an option and discuss the pros and cons of this choice.
- 3 linked strands per side of the argument E.g. Reason ...because (1st link strand) Therefore (2nd link strand) ... as a result (3rd link strand).
- Conclusion needed – My answer depends upon (pick up on other factors)

Discuss: Worth 6 Marks (Appears in Section A – no context)

- Discuss what/the likely impact/benefit/drawbacks etc.
- Can provide one or two impacts although must total at least 5 link strands e.g. Reason ... because (1st link strand) ... therefore (2nd link strand) ... as a result (3rd Link strand)
- Can be positive or negative points

Explain: Worth 3 Marks (Appear in A – no context)

- Explain one ... Impact/advantage/method/disadvantage
- 2 Link strands e.g. Reason ...because (1st link strand) ... therefore (2nd Link strand)

STEP 2: CREATE CUES

What: Reduce your notes to just the essentials.

What: Immediately after class, discussion, or reading session.

How:

- Jot down key ideas, important words and phrases
- Create questions that might appear on an exam
- Reducing your notes to the most important ideas and concepts improves recall. Creating questions that may appear on an exam gets you thinking about how the information might be applied and improves your performance on the exam.

Why: Spend at least ten minutes every week reviewing all of your previous notes. Reflect on the material and ask yourself questions based on what you've recorded in the Cue area. Cover the note-taking area with a piece of paper. Can you answer them?

STEP 1: RECORD YOUR NOTES

What: Record all keywords, ideas, important dates, people, places, diagrams and formulas from the lesson. Create a new page for each topic discussed.

When: During class lecture, discussion, or reading session.

How:

- Use bullet points, abbreviated phrases, and pictures
- Avoid full sentences and paragraphs
- Leave space between points to add more information later

Why: Important ideas must be recorded in a way that is meaningful to you.

STEP 3: SUMMARISE & REVIEW

What: Summarise the main ideas from the lesson.

What: At the end of the class lecture, discussion, or reading session.

How: In complete sentences, write down the conclusions that can be made from the information in your notes.

Why: Summarising the information after it's learned improves long-term retention.

WEEK 1: Cornell Notes (Homework task 1)

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|---------------------------------|--|----------------------|
| Date: 2nd September 2024 | Topic: Ethics, Environment and Business | Revision guide page: |
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Summary

WEEK 3: Cornell Notes (Homework task 1)

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| Date: 16th September 2024 | Topic: Working with suppliers and the role of procurement | Revision guide page |
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Summary

WEEK 5: Cornell Notes (Homework task 1)

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| Date: 30th September 2024 | Topic: The importance of quality control in a business and the different methods used. | Revision guide page |
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| links | Notes |
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| Questions | |
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Summary

WEEK 7: Cornell Notes (Homework task 1)

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|--------------------------------|---------------------------------|---------------------|
| Date: 14th October 2024 | Topic: The Sales Process | Revision guide page |
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| links | Notes |
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| Questions | |
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Summary

WEEK 9: Cornell Notes (Homework task 1)

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| Date: 4th November 2024 | Topic: Product | Revision guide page |
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| links | Notes |
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| Questions | |
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Summary

WEEK 11: Cornell Notes (Homework task 1)

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| Date: 18th November 2024 | Topic: Price | Revision guide page: |
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| links | Notes |
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Summary

WEEK 14: Cornell Notes (Homework task 1)

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| Date: 9th December 2024 | Topic: The Marketing Mix - Place and Promotion | Revision guide page |
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Summary

Week 2

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| Revision Card on Ethics and Business Operations <ol style="list-style-type: none">1. What is ethics?2. What is a trade off?3. What is a pressure group?4. What is meant by productivity?5. What is meant by economies of scale?6. What is the production process? | Answers |
|--|----------------|



Week 4

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|--|----------------|
| Revision Card on Working with Suppliers <ol style="list-style-type: none">1. Name four factors of working with suppliers?2. Define procurement?3. Name one reason why it is important to get procurement right?4. Name the five key areas of a positive relationship with suppliers?5. What is meant by logistics? | Answers |
|--|----------------|



Week 6

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|---|----------------|
| Revision Card on Quality and Sales Process <ol style="list-style-type: none">1. Define Quality Control?2. Define Quality Assurance?3. What is the difference between quality control and quality assurance?4. There are 5 key areas to the sales process: name them all?5. What is a post-sale service? | Answers |
|---|----------------|

Week 8

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|---|----------------|
| Revision Card on Marketing Mix - Product <ol style="list-style-type: none">1. Define the marketing mix2. What is the design mix?3. What are the stages of the product life cycle4. What is meant by extension strategy5. Explain what is meant by product differentiation | Answers |
|---|----------------|



Week 10

| | |
|---|----------------|
| Revision Card on Marketing Mix - Price <ol style="list-style-type: none">1. What is meant by 'price'?2. What is high volume low margin pricing?3. What is low volume high margin pricing?4. What is premium pricing?5. Why might a business lower its prices? | Answers |
|---|----------------|



Week 15

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|---|----------------|
| Revision Card on Marketing Mix - Place <ol style="list-style-type: none">1. What is meant by retailing?2. What is meant by e-tailing?3. What is the benefit of retailing?4. What is a disadvantage of retailing?5. What is the benefit of e-tailing for a business? | Answers |
|---|----------------|

Aspire
ACHIEVE
Thrive

Develop your character



Aspire | Achieve | Thrive