



KNES Secondary School Course Outline 2016-2017

BUSINESS STUDIES: Year 11 Term 1,2,3

TERM OVERVIEW:

The focus for term 1 will be “**Marketing**”. Students will learn about the various functions of this department. The importance of marketing and its functions and how relevant it is to the business organization in achieving its objectives. Students will study extensively about **marketing strategies, the Marketing Mix and how Market Research** is carried out and when it is carried out, different market research techniques and their advantages and disadvantages.

Students will have a major part of lessons that will focus on analysis and evaluation made easy through case studies and real life business situations that require them to assess and find solutions. Tests (After each unit) and assignments (Every Week) will be given to evaluate progress and understanding.

Resources:

Students will follow the IGCSE Business Studies text by Karen *Borrington and Peter Stimpson*. In addition extensive activities in the form of handouts and worksheets will also be used.

Teacher’s expectation/Discipline policy

1. Homework should be submitted on time. Excuses are unacceptable unless they are medical in nature and have sufficient evidence in the form of medical certificates. The same rule applies to a situation where a pupil misses a test or a deadline on an assignment.
2. Missing a test or assignment deadline means 0%.
3. Being absent from a lesson is in no way an excuse for not doing homework , as you are expected to get the homework assignment from a classmate. If homework is left at home it will be considered as not being done. Sufficient time is given to complete homework.
4. All necessary resources needed for the lesson should be with pupils at all times, especially for a test.
5. All classwork is to be completed in class and should be up-to-date.
6. Students must be on time to lessons.
7. Students need to maintain an organized and neat exercise book. All work should be up to date and in case of absence it’s the student’s responsibility to complete any work that he/she has missed.
8. Students need to maintain a separate file for all project work and assignments.
9. Food/drink is not allowed in class and students need to make sure to use the toilet during break.
10. All students must come to class in a presentable manner; shirts tucked in and tie pulled up.

TERM 1

Week	Topic / Chapter	Learning outcome: Students will be able to
1	<p>Section 3: Chapter 10 Role of Marketing: Competition and Customer Pages 131 to 141.</p>	<p>Describe the role of marketing. Market segmentation: How it can be used in marketing (age, income, gender, lifestyle, region, use etc.)</p> <p>The marketing Mix and how it is used in a business.</p>
2	<p>Chapter 11 Market research</p> <p>(Primary and Secondary research) Quantitative and qualitative data.</p> <p>Pages 142-155</p> <p>Activities: All to be done in class.</p> <p>Case study : page 148</p>	<p>Appreciate the need for market research</p> <ul style="list-style-type: none"> • Understand the concept of a market orientated business • Show awareness of the use of market research information to a business • Understand how a business carries out market research; limitations of market research • Knowledge and understanding of how market research can be carried out [<u>questionnaires, interviews, consumer panels, experiments and observation</u>] • Appreciation of the reasons why market research data might be inaccurate or of limited use
3	<p>Chapter 11 Presentation and use of market research results.</p>	<p>Present, analyse and interpret simple market research</p> <ul style="list-style-type: none"> • Analyse and interpret market research data shown in the form of graphs, charts and diagrams. • Draw simple conclusions from data
4	<p>Chapter 12 : Marketing mix Page 156</p> <p>Product</p> <ul style="list-style-type: none"> ○ Brand, ○ Packaging ○ Product Life cycle ○ Extension strategies <p>Activities: 12.1, 12.2, 12.3, 12.4 and 12.5.</p>	<p>Identify and explain the elements of the marketing mix</p> <p>Demonstrate an understanding of the product life cycle</p> <ul style="list-style-type: none"> • Knowledge and understanding of the importance of packaging • Awareness of the concept of a brand name in influencing sales • Knowledge of the stages of a product life cycle • Draw and interpret a product life cycle diagram • Show awareness of extension strategies
5	<p>Chapter 13</p> <p>Price Demand and Supply</p> <p>Price elasticity of demand</p> <p>Pricing methods and strategies)</p> <p>Pages 168 to 174.</p>	<p>Understand how pricing decisions are made</p> <ul style="list-style-type: none"> • Understand the main methods of pricing: cost plus, competitive, psychological, penetration, price skimming • Show awareness of the implications of the methods • Understand the significance of price elasticity of demand. • Appreciate the difference between a price elastic demand and a price inelastic demand. • Understand the importance of the concept in pricing decisions.

6	<p>Chapter 14 Promotion and technology in Marketing (advertising, sales, point of sale) Pages 175 to 189 Activities: To be completed.</p>	<p>Understand the role of promotion</p> <ul style="list-style-type: none"> • Understand the aims of promotion • Identify, explain and give examples of different forms of promotions. • Understand how promotions influence sales • Justify an appropriate method of promotion in a given situation
7	<p>Chapter 15 Place: Distribution Channels Pages: 190 to 197.</p> <ul style="list-style-type: none"> ▪ Marketing Strategy ▪ Marketing Budget 	<p>Appreciate the importance of distribution channels and the factors that determine the selection of them</p> <ul style="list-style-type: none"> • Knowledge and understanding of a distribution channel • Recommend and justify an appropriate channel in a given situation • Understand how the mix can be used to influence consumer purchasing • Understand how the marketing mix can change as the product goes through its life cycle • Select and justify marketing methods appropriate to a given situation. • Recommend and justify a marketing strategy in a given situation <p>Awareness of the need for a marketing budget</p>
8	<p>Section 4: Chapter 17 Operations Management. Production of goods and services. Pages 208 to 221</p>	<p>Students will differentiate between production and productivity. The benefits of increasing productivity. Inventory management and why businesses hold Inventory. Lean production: Its significance and benefits. Types of Lean Production: JIT, Kaizen and Cell Production.</p>
9	<p>Chapter 17...Continued. Operations Management. Production of goods and services. Production Methods. Pages 208 to 221</p>	<p>Explain job, batch and flow production methods</p> <ul style="list-style-type: none"> • Describe the main features of different production methods and explain the advantages of the different methods <p>Select and justify methods appropriate to a given situation.</p>
10	<p>Term Review: Assessments and revision.</p>	<p>Students will review entire term curriculum, submit project work and clear doubts. Revision of all topics and past paper practice.</p>
11	<p>First Term Exams</p>	<p>To include all chapters covered in term 1 of year 11 as well as portions covered in year 10 in order to get students prepared for the IGCSE exams.</p>

TERM ASSESSMENT CRITERIA

Throughout Term. **Weeks 1 to 11**

DESCRIPTION	% OF TERM MARK
<u>Students will be given an assignment</u> in the form of a case study which will be relevant to the topic discussed. (Assignments should be original and 0% mark if students fail to present the assignment or delays it). Assignment will be graded on content, analysis, method used for data collection and for original presentation.	10%
<u>Homework and class work</u> on a regular basis. Poster making. Completing all the revision questions at the end of each chapter.	5%
<u>Project work.</u> [Poster]: Students research a topic related to curriculum and submit a report. (<u>1 project per term</u>).	5%
<u>Classroom participation, attendance, punctuality, interaction, discussions</u> and displaying positive interest in subject matter. Attendance of clubs and activities related to the subject will also be considered.	10%
As part of work experience it is mandatory for all business studies students to attend the work experience and Job Shadow Programme. (Marks will be deducted wholly if students fail to participate).	10%
Tests, Quizzes and Pop Quizzes. (Tests will be given after completion of every chapter). Marks will be deducted if students miss a test. Test averages will be taken and percentages awarded based on the number of tests given in the term.	10%
<u>End of term exam</u> Covering every topic completed in term 1 and some parts completed in year 10. Case study, short answers and essay type questions that assess students on their analytical skills, knowledge, understanding, evaluation, and interpretation.	50%

TERM 2 Note: *Some variations in time schedules and weekly curriculum will occur due to some lessons being missed, holidays, etc.*

Week	Topic / Chapter	Learning outcome: Students will be able to
1	Section 4: Chapter 18 Costs, Scale of Operations and Break-Even Analysis.	Students will learn Why managers need to know the costs of operating their business. The types of costs: (Fixed and Variable costs) Economies of scale
2	Chapter 18. continued Costs, Scale of Operations and Break-Even Analysis. Economies and diseconomies of scale.	Calculate Break-evens, draw break-even graphs Evaluate the advantages and disadvantages of break-even graphs. How break-even graphs help managers make decisions.
3	Chapter 19: Achieving Quality Production. Pages 235- 240 Complete activities.	Students will learn What is meant by quality? Why businesses focus on quality? The concept of quality control and how it is implemented by businesses. Quality assurance and Total Quality Management.
4	Chapter 20: Location Decisions. Pages 241 to 251. Activities: 20.1, 20.2, 20.3. Case study.	Students will learn: What factors affect the location of manufacturing businesses? What factors affect the location of service sector businesses? What factors affect the location of retailing businesses? What factors affect decision to relocate to another country?
5	Chapter 20: Legal controls on business activity.	Students will learn about: Government controls on business activity. Planning regulations. Case study analysis. Page 253. Building a new factory.
6	Chapter 27: Environmental and Ethical Issues. Pages: 329 to 338	How business activity affects the environment. What is sustainable development? How pressure groups influence business activity. How ethical issues might affect business decisions.
7	Section 5: Chapter 22. Financial Information and Financial Decisions. Cash flow forecasting and Working	Students will learn the importance of Cash flow to business operations. How to construct a cash flow forecast How firms run out of cash and the likely consequences of

	capital	this. The importance of working capital. How to solve cash flow problems.
8	Chapter 23: Income Statements and Balance Sheets. Pages 284 to 298	Why businesses need to keep accounting records. Difference between profit and cash. The difference between gross, net and retained profit. Students will learn the format of Income Statements and Balance Sheets and what it contains.
9	Revision	Quizzes, tests, worksheets and activities that are meant to refresh student on the entire curriculum covered so far. (Term 1 and 2 as well as in year 10).
10	Second Term Exams	To include all chapters covered in term 1 of year 11 as well as portions covered in year 10 in order to get students prepared for the IGCSE exams.

TERM ASSESSMENT CRITERIA:

DESCRIPTION	TERM MARK
Assignment/Homework in the form of a case study which will be relevant to the topic discussed each week. (Assignments should be original and 0% mark if students fail to present the assignment or delays it). Assignment will be graded on content and presentation.	15%
Project work. Posters based on topic covered this term.	10%
Classroom participation, attendance, punctuality , interaction, discussions and displaying positive interest in subject matter. Attendance of clubs and activities related to the subject will also be considered.	5%
As part of work experience it is mandatory for all business studies students to attend the work experience and Job Shadow Programme for term 2.	10%
Tests, Quizzes and Pop Quizzes. (Tests will be given after completion of every chapter).	10%
End of term exam: IGCSE past papers: Case study, short answers and essay type questions that assess students on their analytical skills, knowledge, understanding, evaluation, and interpretation.	50%

TERM 3

Week	Topic / Chapter	Learning outcome: Students will be able to
1 to 10	Revision tests and quizzes IGCSE past papers Mock exams (Term three exam)	<ul style="list-style-type: none"> • To prepare students for the external examination in May/June 2012. • Test papers and assignments that test student for analytical skills will be assigned on a weekly basis. • Students will attend after school club. • Year 10 and 11 curriculum will be reviewed in its entirety and this offers students to brush up in areas that they have missed or not understood.

Resources:

- Exercise books
- Text books
- IGCSE past papers (should be with students for every lesson)

TERM ASSESSMENT CRITERIA:

- Students of year 11 **will not be graded for internal assessment.** Students will be expected to spend their time on revising and preparing for the IG exams.
- However, students need to keep in mind that attendance, punctuality, attitude, behavior and uniform will be constantly monitored.
- Students will undertake the **mock exams in April.** Marks will be 100% on the exam paper.
- Mock exam grade will be an indicator of predicted IGCSE grades.