

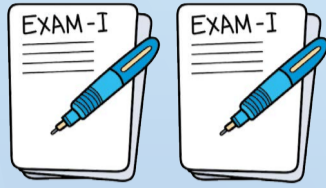
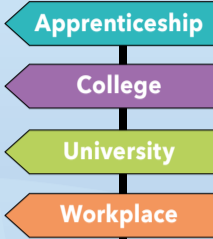


# LANDAU FORTE ACADEMY AMINGTON LEARNING JOURNEY

## BUSINESS STUDIES



Continue your lifelong love of learning and personal development



Revision Exam Practice Exam Technique



Bespoke curriculum Revision

The impact of business decisions developing logical arguments



**POST-16 PATHWAY**

EXTERNALLY SET TASK (EXAM)

**Developing Exam Technique**  
Structuring answers  
Using Context

**Feedback from Mock 1**  
Identifying areas for development  
Consolidating exam technique

**Revising for Paper 2**  
Units 4, 5, & 6  
Consolidating and enhancing knowledge

**Exam Practice Exam Technique**

Revise!

**Feedback from Mock 2**  
Identifying areas for development  
Consolidating exam technique

**Revisiting Unit 2 - Marketing**



**Developing Higher Skills**  
Analysis  
Evaluation  
Discussing  
Logical Arguments

**Year 11 Mock 1**

**Year 11 Mock 2**

CONSOLIDATING EXAM TECHNIQUE

**Revising for Paper 1**  
Units 1, 2, & 3  
Consolidating and enhancing knowledge

**YEAR 11**

**Globalisation**  
Pupils will explore the impact of globalisation on businesses.

**Ethical Considerations**  
Pupils will explore ethical considerations and their impact on businesses.

**E commerce**  
Pupils will learn about the influence of e commerce on business activity

**Sales and Customer Service**  
Different methods of selling. The importance to a business of good customer service including after sales service

**Quality**  
Pupils will learn why quality is important to a business and the difference between Quality Assurance and Quality Control.

**Average Rate of Return**  
Pupils will calculate ARR to compare investments

**Revisiting Unit 5 - Finance**

**Methods of Production**  
Pupils will learn about different manufacturing methods: job, batch & flow

**Cash Flow**  
The usefulness of cash flow forecasting to a business

**Gross Profit & Net Profit**  
Pupils will practice using formulae for Gross Profit, Net Profit, Gross Profit Margin and Net Profit Margin.

**UNIT 6 - INFLUENCES ON BUSINESS**

**Year 10 Mock 2**

**UNIT 4 - BUSINESS OPERATIONS**

**Environmental Considerations**  
Pupils will explore ethical considerations and their impact on businesses

**Economic Climate**  
Pupils will explore topics such as consumer income, unemployment, taxation, imports and exports

**Location & Suppliers**

**Break Even**  
Calculating of break even quantity. The usefulness of break even in business decision making



**The Role of HR**  
Pupils learn about the purpose of the HR department.

**Tall & Flat Structures**  
Pupils learn about different organisation structures and how authority and communication are impacted.

**Motivation & Retention**  
Pupils will learn why businesses aim to retain staff. They will learn about financial and non financial.

**Revenue, Cost & Profit**  
Pupils will learn about income from sales, different costs and profit.

**UNIT 5 FINANCE**

**Recruitment**  
Why businesses recruit. They use the different recruitment methods to meet different business needs.

**Year 10 Mock 1**

**UNIT 3 - HUMAN RESOURCES**

**Market Mix**  
Pupils will learn about the 4Ps of Marketing and how these are applied by businesses. customers.

**Ways of Working**  
Full time/part time/ self employed/mobile working.

**Communication in Business**  
Pupils will learn about different internal and external business communications.

**Training**  
Induction training, On the job & off the job Staff development

**Employment Law**  
Pupils will learn about a range of equality laws and those that affect the work place.

**Market Segmentation**  
Pupils will learn how to segment the market to target.



**The role of Marketing**  
Pupils will explore the purpose of marketing within business

**Business Growth**  
Pupils will learn how businesses grow organically and externally.

**Aims and Objectives**  
Pupils will learn how and why objectives might change as businesses evolve And why different businesses may have different objectives.

**Business Ownership**  
Pupils will learn the concept of limited liability and the suitability of differing types of ownership in different business contexts.

**UNIT 2 - MARKETING**

**UNIT 1 - BUSINESS ACTIVITY**

**YEAR 10**

**Quantitative & Qualitative data**  
Pupils will learn the type of data produced from market research and how it is used to make decisions.

**Primary and Secondary Research**  
Pupils will learn how appropriate different methods and sources of market research are for different business purposes. They will learn about the use and interpretation of qualitative and quantitative data in market research



**Stakeholders**  
Pupils will learn the roles and objectives of internal and external stakeholder.

**The Business Plan**  
Pupils will learn the purpose of planning business activity. They will also learn the role, importance and usefulness of a business plan.

**Enterprise and Entrepreneurship**  
Pupils will learn the purpose of business activity and enterprise. They will identify Characteristics of an entrepreneur and the concept of risk and reward.

Welcome

