

**Long
Term Plan**

Students will understand the functions of marketing and finance for businesses and apply these functions in the three context of local, national and international levels.

Year 11: Business Studies

	Learning Cycle	Key Concepts and Themes	Vocabulary
HT1	Knowing the Target Market	<ul style="list-style-type: none"> • Understanding customers • Segmentation • Market Research 	segmentation, primary research, secondary research
HT2	Marketing Mix	<ul style="list-style-type: none"> • Pricing methods • Product portfolio • promotion methods • Product place methods 	pricing methods, product life cycle, Boston matrix, promotion, wholesaler, retailers , e-commerce/m-commerce
HT3	Managing Cash Flow	<ul style="list-style-type: none"> • Sources of finance • Cash flow 	loans, overdraft, share capital, trade credit, cash flow
HT4	Managing profit and final accounts	<ul style="list-style-type: none"> • Financial terms and calculations • Analysing financial performance 	Profit, fixed costs, variable costs, total costs, break even, income statement, statement of financial position
HT5	Revision	<ul style="list-style-type: none"> • Revision in preparation for GCSE exams 	N/A
HT6			