

TOPIC: Business		PL
Term 2 Dec-Apr		Year 11 IG2
<p>Objectives: To demonstrate an understanding of the use of technology within the marketing mix. To evaluate the best strategies for marketing decisions. To develop an understanding of business finance.</p>		
Focussing Questions	Key Words	
<p><u>Technology and the Marketing Mix:</u></p> <ul style="list-style-type: none"> - To identify the features of the internet and social media for promotion - To develop an understanding of e-commerce - To analyse the opportunities and threats of e-commerce to business and consumers <p><u>Paper 1 Practice:</u></p> <ul style="list-style-type: none"> - To demonstrate an understanding of the process of paper 1 answering - Highlighting, command words, case study analysis, evaluation, analysing and evaluating vocabulary <p><u>Paper 2 Practice:</u></p> <ul style="list-style-type: none"> - To demonstrate an understanding of the process of paper 2 answering - Highlighting, command words, case study analysis, evaluation, analysing and evaluating vocabulary. <p><u>Business Finance: Needs and Sources</u></p> <ul style="list-style-type: none"> - To produce a list of reasons as to why businesses need finance - To evaluate the differences between short-term and long-term finance needs - To recall the main sources of capital internally and externally - To predict the main factors considered in making 	<ul style="list-style-type: none"> - Marketing strategy - Target market - Legal controls - Potential markets abroad - Justify - Recommend - Analyse - Evaluate - Start-Up capital - Working Capital - Capital Expenditure - Revenue Expenditure - Internal Finance - External Finance - Micro-finance - Crowdfunding 	<p>Workbook questions</p> <p>End of topic Questions</p> <p>Past Papers</p> <p><u>Assessments:</u></p> <p><u>Class Quizzes:</u> Students can recall the key vocabulary and answer short answer questions which assess their recall and knowledge skills - Minimum 2</p> <p><u>End of Topic Tests:</u> Students will be required to use their skills of recall, application, analysis and evaluation - Biweekly</p> <p><u>Research:</u> Students will complete a research project on the need and sources of business finance</p>