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| **Year 11 Term 4 - Business** | Our mission is to stimulate and challenge our students to excel and provide a desire for lifelong learning and pursue careers in the world of Business, Computing, and ICT. | | | | | |
| **Enquiry Questions: How did Haagen Dazs raise awareness for their ice cream?** | | | | | | |
| **Component 3: Marketing and finance for enterprise**  In this unit, you will analyse financial information in context, complete and use financial documents and financial statements. You will investigate profitability and liquidity and its effects on a given enterprise using ratios. You will look at the different elements of the marketing mix in order to be able to identify target markets, make marketing decisions and put forward marketing suggestions for enterprises to use to increase their success in the future. | | | | | | |
| **Knowledge**  Students will know about… | **Application/Skills**  Students will be able to… | **Vocabulary** | **Home Learning** | **Assessment** | **Extra Resources**  **Extended Reading** | **Cultural Capital** |
| 1. Financial statements 2. Profitability and liquidity 3. Budgeting 4. Targeting and segmenting the market 5. 4Ps of the marketing mix 6. Factors influencing the choice of marketing methods 7. Trust, reputation and loyalty | Complete and interpret financial statements: profit and loss account & balance sheet.  Calculate simple budget figures and comment on the results  Explore how and why enterprises may target their markets.  Explore the marketing mix, how and why traditional and digital marketing methods are used, and the importance of matching campaigns to the aims of enterprises.  Explore the factors influencing the choice of marketing methods for enterprises. | * Statement of comprehensive income * Revenue, cost of sales, expenses, gross profit, net profit (profit for the year). * Statement of financial position * Fixed (non-current) and current assets * Working capital (net current assets) * Long term (non-current) and current liabilities * Debtors (accounts receivable) and creditors (accounts payable) * Equity * Stakeholder * Profitability ratios, gross profit margin percentage, net profit margin percentage * Liquidity ratios, current ratio, liquid capital ratio * Expenditure and revenue budgets, favourable and adverse variances * Business to Business (B2B), Business to Consumer (B2C), niche, mass. * Target market * Market segmentation * 4Ps * Brand image | Revision-based tasks.  Exam-style questions.  Seneca – to consolidate learning. | Mock assessment style questions. | BBC News  Economist  City AM newspaper  Financial Times | Can Boohoo adapt their marketing to make debenhams more successful? |