

SRI LANKAN SCHOOL - MUSCAT			SCHEME OF WORK		YEAR : 2016/2017
CLASS : 11		SUBJECT: Business Studies		TEACHER : Gihan De Silva	
Month	No. of Periods	Intended Learning Objectives	Unit No.	TOPIC / DETAILS	Remarks
<b>September</b>					
<b>School Reopens - 1st Term</b>					
Week 1	3	Identify the use and interpretation of budgeting and cash flow forecasting and how they can be an aid to decision making for the business as a whole.	3.2	<b>Budgets and cash flow forecast</b> Types of budgets/Managing the cash flow	
Week 2	6			Working capital & controlling working capital	
Week 3	0				Eid Holiday
Week 4	3	Identify the different types of costs and their importance in providing financial information and aiding decision making including direct and indirect costs and fixed and variable costs. Application of break-even analysis in decision making, using a simple model, such as a graph	3.3	<b>Cost and break even analysis</b> Costs of production/Break even Analysis	
	1	to show level of sales output required for total revenue to cover total costs.		Analysis of break even chart/Margin of safety	
	2	Discuss the purpose and contents of the trading account, the profit and loss account, and the balance sheet and how the financial information they provide can be used to assess business performance. Identify the terms gross and net profits and the different between them, and the terms capital, assets and liability. Explain why accounts are prepared and how the financial information they provide is used in decision making for the business as a whole.	3.4	<b>The Financial statements- Profits and loss account and Balance sheet</b> calculating Profits and Loss, Gross and Net profit/Financial statements	
Week 5	6				
<b>ASSESSMENT</b>					
<b>October</b>					
Week 5					
Week 6	1	Calculation and interpretation of the main ratios such as GPM, NPM, ROCE, CR and ATR from which business performance may be assessed.	3.5	<b>RATIOS AND PERFORMANCE</b> Profitability ratios, Liquidity ratios, Return on investment ratios: ROCE, Gearing	
		Comparisons of ratios with previous years and/ or with other business organisations. Describe their function in achieving business objectives.	4	<b>MARKET AND MARKETING</b>	
	4	Identify the terms market, market orientation, product orientation, marketing, market segmentation, market share and market research	4.1	<b>The Market</b> Introduction to the Market/ Product orientation, Market orientation/Market segments,	
Week 7	3	and analysis of the role that each plays in the identification and satisfaction of customer needs in a changing market.		Market share/Analysis of the role that each plays	
	3				
Week 8	3	Discuss the main elements of the marketing mix and how they contribute to satisfy customer needs in a changing and competitive environment. Identify the main pricing strategies and when they might be applied.	4.2	<b>THE Marketing mix</b> Price:	
	2			Promotion: Aims of promotion and techniques/Place: Channels of distribution, methods of distribution	
Week 9	6	Identify the below the line and above the line promotion methods, advertising and advertising media		Product: Understanding and analysing the key features of branding, packaging and	
		Identify the key factors of branding, packaging and product mix and how they help determine and affect the success of the product.		the product mix, product life cycle, Use of BOSTON MATRIX in product analysis.	
		Identify the product life cycle and analyse how it can be used in decisions about the marketing of the product. Explain how the Boston matrix is used for product analysis.			
Week 10	1			<b>ASSESSMENT</b>	
<b>November</b>					
Week 10	5		4.3	<b>Market research</b> The role of market research	
		Explain the role of market research and its part in identifying customer needs in a changing and competitive international market.			
Week 11	6	Identify the Primary research methods as Questionnaires, surveys, interviews, consumer panels, observations, test marketing		Primary and secondary research methods.	
Week 12	6	and Secondary research methods as internal data, business websites, publications, competitor's data			
Week 13	6	Discuss the importance of sampling and the limitations of market research		Sampling and limitations of market research	
Week 14	5			<b>ASSESSMENT</b>	

<b>December</b>				
Week 14	1	REVISION AND MODEL/ PAST PAPERS		
Week 15	3	REVISION AND MODEL/ PAST PAPERS		
Week 16		FIRST TERMTEST		
Week 17		FIRST TERMTEST		
Week 18				December Vacation
<b>January 2017</b>				
School Reopens - 2nd Term				
Week 19				
Week 20	2	Identify how production, cost and decision making are related and of how economies and diseconomies of scale have an effect on the	5	PRODUCTION
	2	use and management of resources in the production of goods and services. An analysis of the main benefits and drawbacks of	5.1	ECONOMIES AND DISECONOMIES OF SCALE
	2	economies and diseconomies of scale. Identify the internal and external economies of scale with examples.		Internal and External economies of scale/Diseconomies of scale
	2	Identify the job, batch and flow types of production methods and application of each system particularly in relation to the use and	5.2	METHODS OF PRODUCTION
Week 21	6	management of resources		Job, batch and flow production
			5.3	PRODUCTIVITY
Week 22	6	Explain the term productivity and the methods and technology which can be used to increase it. Identify Methods: Lean production, JIT		Methods and Technology:
Week 23	3	Identify technology : EPOS, EFTPOS, CAM, CAD, CIM		
				ASSESSMENT
<b>February</b>				
Week 23	3	Discuss the importance of quality control and total quality management and of the consequences of poor quality control/quality in production	5.4	QUALITY
				Quality control and Total quality management
Week 24	6			REVISION AND MODEL/ PAST PAPERS
Week 25	6			REVISION AND MODEL/ PAST PAPERS
Week 26	6			REVISION AND MODEL/ PAST PAPERS
Week 27	3			REVISION AND MODEL/ PAST PAPERS
<b>March</b>				
Week 27	3			REVISION AND MODEL/ PAST PAPERS
Week 28	6			REVISION AND MODEL/ PAST PAPERS
Week 29	6			REVISION AND MODEL/ PAST PAPERS
Week 30	3			
Week 31		MOCK EXAMINATION		
<b>April</b>				
Week 32				Paper corrections and report work
Week 33				April vacation
Week 34				School Reopens - 3rd Term
	3			SEMINAR
Week 35	5			SEMINAR
<b>May</b>				
Week 36		EDEXCEL EXAM STARTS		
Week 37				
Week 38				
Week 39				
Week 40				

June					
Week 40					
Week 41					
Week 42					
Week 43					
Week 44					
Week 45				Summer vacation	