



Longfield Learning Journey



Year Group: 11	Unit of work: Understand different functional activities needed to support a business start-up	Term: 1.2
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Skills:	Context:	R	A	G
<p>Detailed Knowledge:</p> <ul style="list-style-type: none"> recall, select and apply detailed knowledge and thorough understanding of enterprise and marketing apply relevant knowledge, understanding and skills in a range of situations to plan and carry out investigations and tasks effectively, reviewing their solutions, and working safely analyse and evaluate the evidence available, reviewing and adapting their methods where appropriate 	<p>The purpose of each of the main functional activities that may be needed in a new business :</p> <ul style="list-style-type: none"> Human Resources Marketing Operations Finance <p>The main activities of each functional area:</p> <ul style="list-style-type: none"> Human Resources: <ul style="list-style-type: none"> - Recruitment and selection of employees - Training and development of employees - Performance management of employees - Responsibility for health and safety in the workplace - Ensuring compliance with employment legislation Marketing: <ul style="list-style-type: none"> - Market research ☑ i.e. to research the market and find out customer opinions - Developing a marketing mix: Product, Price, Place, Promotion (4Ps) Operations: <ul style="list-style-type: none"> - Production planning - Producing the product or service - Quality control - Stock control - Logistics Finance: <ul style="list-style-type: none"> - Organisation and allocation of financial resources - Financial performance reporting - Monitoring of cash flow 			
<p>Sound Knowledge:</p> <ul style="list-style-type: none"> recall, select and apply sound knowledge and understanding of enterprise and marketing apply knowledge, understanding and skills in a range of situations to plan and carry out investigations and tasks, reviewing their solutions, and working safely review evidence available, analysing and evaluating some information clearly and making some basic adaptations to their methods 				
<p>Basic Knowledge:</p> <ul style="list-style-type: none"> recall, select and apply knowledge and understanding of basic aspects of enterprise and marketing apply limited knowledge, understanding and skills to plan and carry out simple investigations and tasks, with an awareness of the need for safety review evidence and draw basic conclusions 				

Content: Understand different functional activities needed to support a business start-up	R	A	G
Purposes of the main functional areas			
Main activities of each functional area			

K <i>What you know</i>	W <i>What you want to know</i>	L <i>What have you learned</i>