

Year 12 Business

The Year 12 Business curriculum has been designed to deliver the AQA GCE specification and to allow students to study the course as a one year AS qualification should they wish. The course is delivered by two teachers and three units are covered by each teacher. There is a focus throughout the course on ensuring students not only learn the business theory required by the specification but that they are able to apply these to a wide variety of business contexts. To this end real-life examples are used throughout the course.

Methods of deepening and securing knowledge:	
Spaced practice	Retrieval tasks are spaced throughout the year to ensure that students return to key concepts and deepen their knowledge.
Retrieval practice	Retrieval practice is used extensively to aid the development of knowledge of tier three terminology and key concepts both through starter activities and use of knowledge organisers and learning mats.
Interleaving	Interleaving is used from term two to ensure that students think deeply about the topics covered and to enable them to make connections between different aspects of Business theory.
Concrete examples	News stories about businesses and the business environment are used throughout the course to enable students to link theory to real-life examples.
Dual coding	Images are used in the delivery of new material and on knowledge organisers to enable students to make good links to theory and students create mind maps as part of revision. Students are asked to summarise topics using only images to further use dual coding to aid retrieval.

	Autumn term 1	Autumn term 2	Spring term 1	Spring term 2	Summer term 1	Summer term 2
Topic(s)	Managers, leadership and decision making What managers do management and leadership style - Autocratic, democratic, laissez faire	Decision making to improve financial performance - Setting financial objectives - Costs, revenue and profit - Cash flow - Capital structure Budgets - Cost, revenue and profit budgets	Sources of finance - Sale of assets - Retained profit - Overdrafts - Debt factoring - Loans, mortgages and debentures - Venture capital - Share capital	Decision making to improve human resource performance - Setting Human resource objectives - Analysing human resource performance - Calculating and interpreting human resource data	Improving employer/employee relations - Trade unions - ACAS - Works councils - Industrial disputes - Communication	Year 12 PPE resit PPE 2 Student research project Introduction to Year 2 content - Financial statements - Financial ratios - Elkington's triple bottom line

	<p>Management decision making</p> <ul style="list-style-type: none"> - Scientific decision making - Decision trees - Influences on decision making <p>The role of stakeholders</p> <ul style="list-style-type: none"> - Stakeholder needs - Stakeholder mapping - Managing stakeholder conflict <p>What is Business? Understanding the purpose and nature of business</p> <ul style="list-style-type: none"> - Aims and objectives - Costs, revenue and profit <p>Understanding different business forms</p> <ul style="list-style-type: none"> - Sole traders, partnerships, companies, public sector - Shareholders and share prices 	<ul style="list-style-type: none"> - Variance analysis <p>Cash flow forecasts</p> <ul style="list-style-type: none"> - Break even analysis - Break even charts and calculation - Contribution - Margin of safety <p>Decision making to improve marketing performance setting marketing objectives</p> <ul style="list-style-type: none"> - Understanding markets and customers - Marketing research - Market mapping - Interpreting marketing data - Price and income elasticity of demand <p>Segmentation, targeting and positioning</p> <ul style="list-style-type: none"> - Market segmentation - Niche and mass marketing - Positioning 	<p>Improving cash flow and profit</p> <ul style="list-style-type: none"> - Calculating and analysing profit margins - Measures to improve cash flow - Measures to improve profitability <p>Using the marketing mix promotion</p> <ul style="list-style-type: none"> - Branding decisions - Types of promotion - Technology and promotion <p>Place</p> <ul style="list-style-type: none"> - Distribution decisions - Distribution channels and intermediaries - Multichannel distribution channels <p>People</p> <ul style="list-style-type: none"> - Customer service - Knowledge and skills 	<ul style="list-style-type: none"> - Labour productivity - Unit labour costs - Labour costs as a percentage of turnover - Labour turnover and retention <p>Improving organisational design</p> <ul style="list-style-type: none"> - Job design - Organisational structure - Delaying - Delegation and centralisation - The Human resource flow - Recruitment and selection - Training - Redundancy and dismissal <p>Improving motivation and engagement</p> <ul style="list-style-type: none"> - Taylor, Herzberg and Maslow - Financial and non-financial methods of motivation 	<p>Revision and Review</p> <p>Managing inventory and supply chains</p> <ul style="list-style-type: none"> - Inventory control charts - Matching supply to demand - The supply chain - Choosing suppliers - Outsourcing <p>Revision and review</p>	<ul style="list-style-type: none"> - Kaplan and Norton - Porter's five forces
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	<p>The External Environment</p> <ul style="list-style-type: none"> - Markets - Incomes - Interest rates - Demographic factors - Environmental issues 	<p>Using the marketing mix</p> <ul style="list-style-type: none"> - Introduction to the 7ps <p>Product</p> <ul style="list-style-type: none"> - Types of product - The product lifecycle - The Boston Matrix - New product development <p>Price</p> <ul style="list-style-type: none"> - Analysing pricing decisions 	<p>Process</p> <ul style="list-style-type: none"> - Customer experience - Technology in process <p>Physical Environment</p> <ul style="list-style-type: none"> - Physical evidence - Facilities - Location <p>The importance of an integrated marketing mix digital marketing and e-commerce</p>	<p>Decision making to improve operational performance</p> <ul style="list-style-type: none"> - Setting operational objectives - Analysing operational data - Labour productivity - Capacity utilisation <p>Increasing efficiency and productivity</p> <ul style="list-style-type: none"> - Lean production - Technology in production <p>Improving quality</p> <ul style="list-style-type: none"> - Quality assurance - Quality control - Total quality management 		
Assessment	- Low stakes knowledge tests using MCQs and short response exam questions	- Low stakes knowledge tests using MCQs, short response exam questions and longer analyse and evaluate essays	- Low stakes knowledge tests using MCQs, short response exam questions and longer analyse and evaluate essays	- Low stakes knowledge tests using MCQs, short response exam questions and longer analyse and evaluate essays	- Low stakes knowledge tests using MCQs, short response exam questions and longer analyse	- Low stakes knowledge tests using MCQs, short response exam questions and longer analyse

					and evaluate essays	and evaluate essays
CEIAG (<i>Careers that are linked to that topic</i>)	Management	Finance, accounting, marketing	Finance, accounting, marketing	Human Resource management, operations	Human Resource management, operations	Human Resource management, operations

Independent Learning:

Independent learning is used in order to either consolidate the learning of the lesson, as a flipped learning activity, language for learning reading tasks or as retrieval practice. Tasks set frequently aim to develop the ability of students to research and to relate their learning to their own examples. Past papers and exam questions will be used extensively in order to improve exam technique.