



Overview:

The course follows the AQA specification and begins with units 1 and 2 which are assessed across both exams at the end of Year 11. These units introduce students to business organisation, stakeholders and entrepreneurship and examine the external influences affecting the operation of businesses. Following this students will study unit 4 where they will learn about human resource management in businesses to include recruitment, retention, training and motivation.

Careers in the Curriculum:

The topics covered will highlight links to careers in law, technology, human resource management, business consultancy, recruitment, enterprise and becoming an entrepreneur/running your own business.

Term	Topic	Assessment
Aut1	<p>Business in the Real World The purpose and nature of business, entrepreneurs – skills and characteristics, factors of production, opportunity cost, business sectors, functional areas of a business, the business environment, business ownership - sole traders, partnerships, companies, not for profit organisations.</p>	<p>MCQs Knowledge tests Tier 3 language assessments</p>
Aut2	<p>Business in the Real World Stakeholders, stakeholder conflict, decisions regarding location, the business planning process, organic and inorganic business expansion. Revision and review.</p>	<p>End of unit assessment 1 Knowledge tests Tier 3 language assessments</p>
Spr1	<p>Influences on Business Technology - Information and Communication Technology, Software, Robots, E-commerce, M-commerce, Apps, Social Media, Email, Webchat, Videoconferencing, Digital Communication, Website, Data Analysis</p> <p>Ethical and environmental considerations - Ethics, Social Responsibility, Fairtrade, Pollution, Non-renewable resources, Sustainability, Global Warming, Recycling</p>	<p>Knowledge tests Tier 3 language assessments</p>
Spr2	<p>Influences on Business The Economic Climate and the Economy - Economy, Consumer Incomes, Consumer Spending, Interest Rates, Gross Domestic Product, Unemployment, Normal Goods, Inferior Goods</p> <p>Globalisation - International trade, Multinational companies, tariffs, exchange rates</p> <p>Legislation - Employment law, the national minimum and living wage, the equality act, contracts of employment, trade unions, unfair dismissal, maternity/paternity rights, paid holiday, health and safety laws, consumer law</p> <p>Competition - markets, competition, uncertainty, managing risk, monopoly power</p>	<p>End of unit assessment 2 Knowledge tests Tier 3 language assessments</p>
Sum1	<p>Human Resources Organisational structures - roles and responsibilities, hierarchy, chain of command, delayering, delegation, tall/flat structures, communication, skills, management style, centralisation, decentralisation</p> <p>Recruitment and selection - the recruitment process and documentation</p> <p>Contracts of employment</p> <p>Motivating employees - financial and non-financial methods of motivation</p>	<p>Knowledge tests Tier 3 language assessments</p>
Sum2	<p>Human Resources Training - on the job and off the job training. Implications for customer service, staff retention and quality.</p>	<p>End of unit assessment PPEs</p>



Overview:

Continuing onto the second year of the course students will further their knowledge of the four functional areas of business by learning about operations, marketing and finance. This will also involve further focus on quantitative skills and using these to assess risk and evaluate the success of businesses. Teaching will be split between two teachers one of whom will teach operations and marketing and the other finance and exam practice and skills.

Careers in the Curriculum:

The topics covered will highlight links to careers in accountancy, operations management, logistics, quality management, marketing, advertising, sales procurement, customer service, hospitality, retail and administration.

Term	Topic	Assessment
Aut1	<p>Operations Production Processes - job production, flow production, efficiency, unit costs, lean production, just-in-time production, kaizen The Role of Procurement - Managing stock</p> <p>Finance Quantitative skills in business Sources of Finance - assets, liabilities, internal sources, external sources, retained profit, sale of assets, trade credit, loans, share capital, share issue, family and friends, mortgage, overdraft, hire purchase, government grants Cash Flow - cash inflows and outflows, cash flow forecasting, overdrafts and trade credit Revision and Retrieval - Unit 1</p>	<p>In class assessments Aiming High 1 Knowledge tests Tier 3 language assessments</p>
Aut2	<p>Operations Management The Concept of Quality - Customer Expectations, Total Quality Management, Quality Assurance, Quality Control, Rejects, Product Recall, Training, Brand Image, Product Inspection. Good Customer Service - Product Knowledge, Customer Engagement, Post-sales Service, Customer Satisfaction, Customer Loyalty, ICT and Customer Service</p> <p>Finance Financial terms and Calculations - Investment, Average Rate of Return a Break Even Analysing the Financial Performance of a Business Financial Statements - income statement and statement of financial position Revision and retrieval - Unit 2</p>	<p>Full paper 1 assessment (over two lessons) Unit test – finance Knowledge tests Tier 3 language assessments</p>
Spr1	<p>Marketing Identifying and Understanding Customers The Purpose and Methods of Market Research Elements of the Marketing Mix - Price Revision and retrieval - Unit 4</p>	<p>Unit test - operations PPEs Knowledge tests Tier 3 language assessments</p>
Spr2	<p>Marketing Elements of the marketing Mix - Product, promotion and place Price Skimming, Penetration Pricing, Competitive Pricing, Loss Leader, Cost Plus Pricing Differentiation, Product Design, Target Market, The Product Lifecycle, Extension Strategies, The Boston Matrix, Cash Cows, Stars, Questions Marks, Dogs Advertising, Sales Promotion, Sponsorship, Social Media, Public Relations Revision and retrieval - Unit 3 Preparation for external exams</p>	<p>Knowledge tests Tier 3 language assessments</p>
Sum1	<p>Revision and retrieval Preparation for external exams</p>	<p>GCSE exams</p>
Sum2	<p>Revision and retrieval Study leave begins</p>	

Overview:

The Year 12 curriculum follows the AQA GCE A level specification and aims to introduce students to the operation of businesses. Having investigated different types of businesses and their aims and objectives students gain an overview of management theory and the use of data in decision making. The course then covers decision making across the four main functional areas of businesses. Students develop their analytical skills by applying the theories and concepts learned to a variety of contexts so that they can make recommendations as to appropriate solutions to business problems.

Careers in the Curriculum:

The topics covered will highlight links to careers in business such as those in consultancy, banking, accountancy and finance, marketing, human resource management and operations.

Term	Topic	Assessment
Aut1	<p>What is Business? The purpose and nature of business, aims and objectives, costs, revenue and profit. Understanding different business forms, shareholders and share prices, the external environment</p> <p>Management and Leadership The role of manager, management and leadership style, management decision making and scientific decision making. Stakeholders and their influence on businesses.</p>	<p>Baseline assessment Knowledge tests Tier 3 language assessments</p>
Aut2	<p>Decision Making to Improve Financial Performance Setting financial objectives, budgets, cash flow and break even analysis</p> <p>Decision Making to Improve Marketing Performance Setting marketing objectives, understanding markets and consumers, segmentation, targeting and positioning, understanding the marketing mix - product and price</p>	<p>End of unit assessments - unit 1 and 2 (Aiming High 1) Knowledge tests Tier 3 language assessments</p>
Spr1	<p>Decision Making to Improve Financial Performance Sources of finance, improving cash flow and profit</p> <p>Decision Making to Improve Marketing Performance Understanding the marketing mix - promotion, place, process, people and physical environment. The importance of an integrated marketing mix Digital marketing and e-commerce</p>	<p>Aiming High 2 assessments Knowledge tests Tier 3 language assessments</p>
Spr2	<p>Decision Making to Improve Human Resource Performance Setting human resource objectives, analysing human resource performance, improving organisational design and improving Motivation and Engagement.</p> <p>Decision Making to Improve Operational Performance Setting operational objectives, analysing operational data, increasing efficiency and productivity, improving quality</p>	<p>Knowledge tests Tier 3 language assessments</p>
Sum1	<p>Decision Making to Improve Human Resource Performance Improving employer/employee relations Revision and Review</p> <p>Decision Making to Improve Operational Performance Managing inventory and supply chains Revision and review</p>	<p>PPEs Knowledge tests Tier 3 language assessments</p>
Sum2	<p>Student research project Introduction to Year 2 content Financial statements, financial ratios, Elkington's triple bottom line, Porter's five forces</p>	



Overview:

Students progress to study the strategic nature of business. They will analyse in greater detail the internal and external factors that will determine the success of a business. Following this they will focus on the strategic positioning and direction of businesses and how change can be managed. They will use this and the knowledge gained during Year 12 to continue to analyse key issues and opportunities for businesses and propose sustainable solutions to these.

Careers in the Curriculum:

The topics covered will highlight links to careers in business management, consultancy, accountancy and finance, supply chain management, change management, business strategy

Term	Topic	Assessment
Aut1	<p>Analysing the strategic position of a business Mission, corporate objectives and strategy, SWOT analysis, analysing the internal position of a business - financial and non financial analysis. Ratio analysis, financial statements, core competencies and Elkington's triple bottom line</p> <p>Political and legal influences on business - UK and EU law Economic influences on business - GDP, taxation, inflation, interest rates, fiscal and monetary policy, exchange rates, trade and protectionism, globalisation and emerging economies</p>	<p>Knowledge tests Tier 3 language assessments</p>
Aut2	<p>Analysing the internal position of a business Investment appraisal - ARR, NPV and Payback, sensitivity analysis and factors influencing investment decisions</p> <p>Social and technological influences - urbanisation and migration, lifestyle and buyer behaviour, online sales, corporate social responsibility, Carroll's pyramid of social responsibility, the competitive environment and Porter's five forces</p>	<p>In class assessments Knowledge tests Tier 3 language assessments</p>
Spr1	<p>Choosing strategic direction Strategic direction and positioning Ansoff's matrix, maintaining competitive advantage</p> <p>Managing change Causes of and pressures for change, Lewin's force field analysis, the value of change, the value of a flexible organisation, barriers to change and Kotter and Schlesinger</p> <p>Strategic methods Assessing a change in scale, organic and inorganic growth, mergers and takeovers, joint ventures, franchising, assessing innovation and intellectual property</p>	<p>Knowledge tests Tier 3 language assessments</p>
Spr2	<p>Managing Culture Handy's cultural model, influences on organisational culture Managing Strategic Implementation Strategic planning, network analysis, planned and emergent strategy, strategic drift and contingency planning Assessing Internationalisation Multinational companies, offshoring, sourcing internationally Assessing greater use of technology Digital technology, e-commerce, data mining, big data and resource planning</p>	<p>AH assessments Knowledge tests Tier 3 language assessments</p>
Sum1	<p>Revision and review Study leave begins</p>	<p>External exams</p>