## Programme of study for Year 12 AS Business

Autumn (1 <sup>st</sup> term)	Autumn (2 <sup>nd</sup> term)	Spring (1 <sup>st</sup> term)	Spring (2 <sup>nd</sup> Term)	Summer (1 <sup>st</sup> term)	Summer (2 <sup>nd</sup> term)
Other timescale:	Other timescale:	Other timescale:	Other timescale:	Other timescale:	Other timescale:
From: Sept To: Oct	From: Oct To: Dec	From: Jan To: Feb	From: March To: April	From: April To: May	From: June To: July
Topic / Big Question:	Topic / Big Question:	Topic / Big Question:	Topic / Big Question:	Topic / Big Question:	Topic / Big Question:
What is business? Managers, leadership and	Decision making to improve marketing performance	Decision making to improve marketing performance	Decision making to improve human resource performance	Analysing the strategic position of a business	Strategic methods: how to pursue strategies
decision making	Decision making to improve financial performance	Decision making to improve operational performance	Decision making to improve financial performance	Choosing strategic direction	Managing strategic change
<ul> <li>AO1: Demonstrate</li> </ul>	knowledge of terms, concepts	5. theories, methods and mod	els to show an understanding	of how individuals and organ	hisations are affected by and
<ul><li>respond to business</li><li>AO2: Apply knowled</li><li>AO3: Analyse issues</li></ul>	s issues dge and understanding to vari s within business, showing an	ous business contexts to show understanding of the impact	w how individuals and organis on individuals and organisatic	ons of external and internal in	spond to issues fluences
<ul><li>respond to business</li><li>AO2: Apply knowled</li><li>AO3: Analyse issues</li></ul>	s issues dge and understanding to vari	ous business contexts to show understanding of the impact	w how individuals and organis on individuals and organisatic	sations are affected by and re ons of external and internal in	spond to issues fluences
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respond to business AO2: Apply knowled AO3: Analyse issues AO4: Evaluate quan Key Learning Outcomes (students should know): Why businesses exist The relationship between mission	s issues dge and understanding to vari s within business, showing an atitative and qualitative inform (students and qualitative inform (students should know): • To understand the value of setting marketing objectives.	ous business contexts to show understanding of the impact nation to make informed judg Key Learning Outcomes (students should know): • To understand the value of setting operational	w how individuals and organis on individuals and organisatic ements and propose evidenc Key Learning Outcomes (students should know): • To understand the value of setting financial	Exations are affected by and re ons of external and internal in e-based solutions to business (students should know): • To learn about influences on the mission of a	spond to issues fluences issues. Key Learning Outcomes (students should know): • To understand the reasons why businesses grow

- Why businesses set objectives
- The measurement and importance of profit
- Reasons for choosing different forms of business
- and for changing business form
- The role of shareholders and why they invest
- Influences on share price and the significance of share price changes
- The effects of ownership on mission, objectives,
- decisions and performance
- How the external environment can affect costs and demand
- What managers do
- Types of management and leadership styles and influences on these
- The effectiveness of different styles of management and leadership

objectives and decisions.

- To learn about the value of primary and secondary marketing research.
- To learn about the value of sampling. To understand the interpretation of marketing data.
- To understand the value of technology in gathering and analysing data for marketing decision making.
- To understand the interpretation of price and income elasticity of demand data.
- To understand the value of the concepts of price and income elasticity of demand to marketing
  - decision makers.
- To learn about the use of data in marketing decision making and planning.
- To learn about the process and value

on operational objectives and decisions

- To learn about the interpretation of operations data.
- To calculate operations data.
- To understand the importance of capacity.
- To understand the importance of efficiency and labour.productivit y.
- To learn about how to increase efficiency and labour productivity.
- To understand the benefits and difficulties of lean production.
- To learn about the difficulties increasing efficiency and labour productivity.
- To learn about how to choose the optimal mix of resources.
- To learn about how to utilise capacity efficiently.

between cash flow and profit.

- To understand the distinction between gross profit, operating profit and profit for the year.
  - To learn about revenue, costs and profit objectives.
- To learn about cash flow objectives. To learn about objectives for investment (capital expenditure) levels.
- To learn about capital structure objectives.
- To understand external and internal influences on financial objectives and decisions
- To learn how to construct and analyse budgets and cash flow forecasts.
- To understand the value of budgeting.
- To learn how to construct and

influences on corporate objectives and

- decisions.
   To understand the distinction between strategy and tactics.
- To learn about the links between mission, corporate objectives and strategy. To learn about the impact of strategic decision making on functional
- decision making.
  To understand the value of SWOT analysis.
- To learn about how to assess the financial performance of a business using balance sheets, income statements and financial ratios.
- To understand the value of financial ratios when assessing performance.
   To learn about how to analyse data other than
  - financial statements to

and external growth.

- To learn about how to manage and overcome the problems of growth or retrenchment.
- To learn about the impact of growth or retrenchment on the functional areas of the business.
- To assess methods and types of growth.
- To learn about the pressures of innovation.
- To understand the value of innovation.
- To learn about ways of becoming an innovative organisation.
- To learn about how to protect innovation and intellectual property.
- To learn about the impact of an innovation strategy on the functional areas of the business
- To learn about reasons for

<ul> <li>The value of decision making based on data</li> <li>(scientific decision making) and on intuition</li> <li>The use and value of decision trees in decision</li> <li>making</li> <li>Influences on decision making</li> <li>The need to consider stakeholder needs when making decisions</li> <li>Stakeholder needs and the possible overlap and conflict of these needs</li> <li>Influences on the relationship with stakeholders</li> <li>How to manage the relationship with different stakeholders</li> </ul>	<ul> <li>of segmentation, targeting and positioning.</li> <li>To learn about the influences on choosing a target market and positioning.</li> <li>To understand the elements of the marketing mix (7Ps)</li> <li>To learn about the influences on and effects of changes in the elements of the marketing mix.</li> <li>To learn about product decisions.</li> <li>To learn about product decisions.</li> <li>To learn about the promotional mix.</li> <li>To learn about decisions about the promotional mix.</li> <li>To learn about decisions about the promotional mix.</li> <li>To learn about distribution (place) decisions.</li> <li>To learn about decisions.</li> <li>To learn about distribution (place) decisions.</li> <li>To learn about decisions relating to other elements of the marketing mix: people, process and physical element.</li> <li>To understand the importance of and influences on an and physical element.</li> </ul>	<ul> <li>To understand how to use technology to improve operational efficiency</li> <li>To learn about the importance of quality. To learn about methods of improving quality.</li> <li>To learn about the benefits and difficulties of improving quality.</li> <li>To learn about the consequences of poor quality.</li> <li>To learn about the ways and value of improving flexibility, speed of response and dependability.</li> <li>To understand how to manage supply to match demand and the value of doing so.</li> <li>To learn about the influences on the amount of inventory held.</li> <li>To learn about influences on the amount of suppliers. To learn about how to manage the</li> </ul>	<ul> <li>interpret break- even charts.</li> <li>To learn how to calculate and illustrate on a break-even chart the effects of changes in price, output and cost.</li> <li>To calculate the value of break- even analysis.</li> <li>To learn how to analyse profitability.</li> <li>To learn how to analyse timings of cash inflows and outflows.</li> <li>To understand the use of data for financial decision making and planning.</li> <li>To learn about internal and external sources of finance.</li> <li>To understand the advantages and disadvantages of different sources of finance for short- and long- term uses.</li> <li>To learn about methods of improving cash flow.</li> </ul>	<ul> <li>assess the strengths and weaknesses of a business.</li> <li>To understand the importance of core competences.</li> <li>To learn about assessing shortand long- term performance.</li> <li>The value of different measures of assessing business performance.</li> <li>To learn about the impact of changes in the political and legal environment on strategic and functional decision making.</li> <li>To learn about the impact of changes in the political and legal environment on strategic and functional decision making.</li> <li>To learn about the impact of changes in the UK and the global economic environment on strategic and functional decision making.</li> <li>To understand reasons for greater globalisation of business.</li> <li>To learn about the importance of</li> </ul>	<ul> <li>targeting, operating in and trading with international markets.</li> <li>To understand factors influencing the attractiveness of international markets.</li> <li>To learn about reasons for producing more and sourcing more resources abroad.</li> <li>To learn about ways of entering international markets and value of different methods.</li> <li>To learn about influences on buying, selling and producing abroad.</li> <li>To learn about managing international business including pressures for local responsiveness and pressures for cost reduction.</li> <li>To understand the impact of internationalisatio n for the functional areas of the business.</li> </ul>
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productivity			To understand	culture.
To learn abo			factors influencing	<ul> <li>To learn how to</li> </ul>
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learn about	ow		offer.	<ul> <li>To understand the</li> </ul>
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To understal	d		choosing and	strategic
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operational				communication in
efficiency			how to compete	strategic
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End of term 1 assessment 3.1 End of topic Assessment 3.2 End of topic Assessment	: (Tutor2U)	End of term 2 assessmen 3.3 End of topic Assessmen 3.4 End of topic Assessmen	t (Tutor2U)	End of year assessment to End of Year summer exam -	
Building understanding: Rationale / breakdown for your sequence of lessons:	gives them a firm underst business are then taught HR and Operations taught understanding of the con- beginning with external in beginning) enhance stude	anding of the basics as a fo to give students an unders t simultaneously with over tent. Towards the end of t afluences on business - PES ents understanding of busin	eginning as many of our lead bundation to build upon thr tanding of the internal work laps as both of the topics ar the academic year strategic STLE. These influences on the ness success. The more dyr students have learnt before	oughout the course. The 4 kings within a business. Te very closely linked and gi decision making of busines the functional areas (which mamic units such as culture	functional areas of ives students a clearer sses are sequenced they have learnt at the
Home – Learning: Case Studies and Exam Questions Reading / literacy: AQA Business textbook (Wolinski & Coates)	Home – Learning: Case Studies and Exam Questions Reading / literacy: AQA Business textbook (Wolinski & Coates)	Home – Learning: Case Studies and Exam Questions Reading / literacy: AQA Business textbook (Wolinski & Coates)	Home – Learning: Case Studies and Exam Questions Reading / literacy: AQA Business textbook (Wolinski & Coates)	Home – Learning: Case Studies and Exam Questions Reading / literacy: AQA Business textbook (Wolinski & Coates)	Home – Learning: Case Studies and Exam Questions Reading / literacy: AQA Business textbook (Wolinski & Coates)

Numeracy:	Numeracy:	Numeracy:	Numeracy:	Numeracy:	Numeracy:	
Finance Topics	Market Share Calc	HR Data	Calculations, formulas	Interest Rates	Investment Appraisal	
Enrichment / opportuniti	Enrichment / opportunities to develop cultural capital (including careers, WRL and SMSC): Young Enterprise					