

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: From: Sept To: Oct	Other timescale: From: Oct To: Dec	Other timescale: From: Jan To: Feb	Other timescale: From: March To: April	Other timescale: From: April To: May	Other timescale: From: June To: July
Topic / Big Question:  3.1 What is business?	Topic / Big Question:  3.2 Managers, leadership and decision making	Topic / Big Question:  3.3 Marketing Management	Topic / Big Question:  3.2 Operational Management	Topic / Big Question:  3.2 Financial Management	Topic / Big Question:  3.2 Human Resource Management
<p><b>Skills(students should be able to do):</b></p> <ul style="list-style-type: none"> <li>• <b>AO1: Demonstrate knowledge of terms, concepts, theories, methods and models to show an understanding of how individuals and organisations are affected by and respond to business issues</b></li> <li>• <b>AO2: Apply knowledge and understanding to various business contexts to show how individuals and organisations are affected by and respond to issues</b></li> <li>• <b>AO3: Analyse issues within business, showing an understanding of the impact on individuals and organisations of external and internal influences</b></li> <li>• <b>AO4: Evaluate quantitative and qualitative information to make informed judgements and propose evidence-based solutions to business issues.</b></li> </ul>					
<p><b>Key Learning Outcomes (students should know):</b></p> <ul style="list-style-type: none"> <li>• To understand why businesses exist.</li> <li>• To understand the relationship between mission and objectives.</li> <li>• To understand why businesses set objectives.</li> <li>• To understand the measurement and</li> </ul>	<p><b>Key Learning Outcomes (students should know):</b></p> <ul style="list-style-type: none"> <li>• To understand the distinction between management and leadership.</li> <li>• To be aware of types of management and leadership styles and influences on these.</li> <li>• To understand the effectiveness of different styles of</li> </ul>	<p><b>Key Learning Outcomes (students should know):</b></p> <ul style="list-style-type: none"> <li>• To understand the value of setting marketing objectives.</li> <li>• To learn about the value of primary and</li> </ul>	<p><b>Key Learning Outcomes (students should know):</b></p> <ul style="list-style-type: none"> <li>• To understand the value of setting operational objectives.</li> <li>• To interpret, calculate and use operations data in operational decision making and planning.</li> <li>• To understand the importance of capacity.</li> </ul>	<p><b>Key Learning Outcomes (students should know):</b></p> <ul style="list-style-type: none"> <li>• To understand the value of setting financial objectives.</li> <li>• To understand the distinction between cash flow and profit.</li> <li>• To understand the distinction between gross profit, operating profit and profit for the year.</li> </ul>	<p><b>Key Learning Outcomes (students should know):</b></p> <ul style="list-style-type: none"> <li>• To understand the value of setting human resource objectives.</li> <li>• To learn about methods of achieving human resource objectives.</li> <li>• To calculate and interpret human resource data.</li> <li>• To understand the use of data for human</li> </ul>

<p>importance of profit.</p> <ul style="list-style-type: none"> <li>• To understand reasons for choosing different forms of business and for changing business form.</li> <li>• To understand the role of shareholders and why they invest.</li> <li>• To learn about influences on share price and the significance of share price changes.</li> <li>• The effects of ownership on mission and objectives.</li> <li>• Factors influencing costs and demand to include the effect of: <ul style="list-style-type: none"> <li>• competition</li> <li>• market conditions</li> <li>• incomes</li> <li>• interest rates</li> <li>• demographic factors</li> <li>• environmental issues and fair trade.</li> </ul> </li> </ul>	<p>management and leadership.</p> <ul style="list-style-type: none"> <li>• To learn about the value of decision making based on data (scientific decision making) and on intuition.</li> <li>• To understand the influences on decision making.</li> <li>• To learn about considering stakeholders' needs when making decisions.</li> <li>• To learn about stakeholder needs and the possible overlap and conflict of these needs.</li> <li>• To learn how to manage the relationship.</li> <li>•</li> </ul>	<p>secondary marketing research.</p> <ul style="list-style-type: none"> <li>• To learn about the value of sampling.</li> <li>• To understand the interpretation of marketing data.</li> <li>• To understand the interpretation of price and income elasticity of demand data.</li> <li>• To understand the value of the concepts of price and income elasticity of demand to marketing decision makers.</li> <li>• To learn about the use of data in marketing decision making and planning.</li> <li>• To learn about the process and value 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</li> </ul>	<ul style="list-style-type: none"> <li>• To understand the importance of efficiency and labour productivity.</li> <li>• To understand the benefits and difficulties of lean production.</li> <li>• To learn about how to choose the optimal mix of resources.</li> <li>• To understand how to use technology to improve operational efficiency.</li> <li>• 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 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 choice of suppliers.</li> </ul>	<ul style="list-style-type: none"> <li>• To learn how to construct and analyse budgets and cash flow forecasts.</li> <li>• To understand the value of budgeting.</li> <li>• To learn how to construct and 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> </ul>	<p>resource decision making and planning.</p> <ul style="list-style-type: none"> <li>• To learn about models of organisational structure.</li> <li>• To learn about influences on organisational design.</li> <li>• To learn about the value of changing organisational design.</li> <li>• To understand how managing the human resource flow helps meet human resource objectives.</li> <li>• To learn about the benefits of motivated and engaged employees.</li> <li>• To understand how to improve employee engagement and motivation.</li> <li>• To learn about influences on the choice and assessment of the effectiveness of financial and non-financial methods of motivating employees.</li> <li>• To learn about influences on the extent and methods of employee involvement in decision making.</li> </ul>
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		<p>the elements of the marketing mix.</p> <ul style="list-style-type: none"> <li>• To learn about product decisions.</li> <li>• To learn about pricing decisions.</li> <li>• To understand decisions about the promotional mix.</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 environment.</li> <li>• To understand the importance of, and influences on, an integrated marketing mix.</li> <li>• To understand the value of digital marketing and e-commerce.</li> </ul>	<ul style="list-style-type: none"> <li>• To learn about how to manage the supply chain effectively and efficiently and the value of this.</li> <li>• To understand the value of outsourcing.</li> </ul>	<ul style="list-style-type: none"> <li>• To learn about methods of improving cash flow.</li> <li>• To learn about methods of improving profits and profitability.</li> <li>• To learn about difficulties improving cash flow and profit.</li> </ul>	<ul style="list-style-type: none"> <li>• To learn about how to manage and improve employer-employee communications and relations.</li> <li>• To understand the value of good employer-employee relations.</li> </ul>
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<p>End of term 1 assessment to cover:</p> <p>3.1 End of topic Assessment (Tutor2U)</p> <p>3.2 End of topic Assessment (Tutor2U)</p>	<p>End of term 2 assessment to cover:</p> <p>3.3 End of topic Assessment (Tutor2U)</p> <p>3.4 End of topic Assessment (Tutor2U)</p>	<p>End of term 3 assessment to cover:</p> <p>3.5 End of topic Assessment (Tutor2U)</p> <p>3.6 End of topic Assessment (Tutor2U)</p>
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<b>Building understanding: Rationale / breakdown for your sequence of lessons:</b>	<p>Basic business understanding is sequenced at the beginning as many of our learners will not have studied business before. This gives them a firm understanding of the basics as a foundation to build upon throughout the course. The 4 functional areas of business are then taught to give students an understanding of the internal workings within a business. HR and Operations taught simultaneously with overlaps as both of the topics are very closely linked and gives students a clearer understanding of the content. Towards the end of the academic year strategic decision making of businesses are sequenced beginning with external influences on business - PESTLE. These influences on the functional areas (which they have learnt at the beginning) enhance students understanding of business success. The more dynamic units such as culture and change are taught as these are synoptic topics encompassing everything students have learnt before.</p>				
Reading / literacy: AQA Business textbook (Wolinski & Coates)	Reading / literacy: AQA Business textbook (Wolinski & Coates)	Reading / literacy: AQA Business textbook (Wolinski & Coates)	Reading / literacy: AQA Business textbook (Wolinski & Coates)	Reading / literacy: AQA Business textbook (Wolinski & Coates)	Reading / literacy: AQA Business textbook (Wolinski & Coates)
Numeracy: Finance Topics	Numeracy: Market Share Calc	Numeracy: HR Data	Numeracy: Calculations, formulas	Numeracy: Interest Rates	Numeracy: Investment Appraisal
<b>Enrichment / opportunities to develop cultural capital (including careers, WRL and SMSC): Young Enterprise</b>					