

## Curriculum Map

**Subject: Business Studies A Level**

**Year Group: Year 12**

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
3.1-3.6	<p><b>3.1 What is Business</b> To understand:</p> <ul style="list-style-type: none"> <li>• Mission and objectives.</li> <li>• Measurement and importance of profit.</li> <li>• The different forms of business.</li> <li>• Shareholders</li> <li>• Share prices</li> <li>• The effects of ownership on mission, objectives, decisions and performance.</li> <li>• How the external environment can affect costs and demand</li> </ul>	<p><b>3.2 Managers, Leadership and Decision making</b> To understand:</p> <ul style="list-style-type: none"> <li>• The role of managers</li> <li>• Types of management and leadership styles</li> <li>• Scientific decision making.</li> <li>• Intuitive decision making.</li> <li>• Decision trees</li> <li>• Influences on decision making.</li> <li>• Stakeholders' needs</li> <li>• Stakeholder conflict</li> <li>• Managing the relationship with stakeholders.</li> </ul>	<p><b>3.3 Improving Marketing Performance</b> To understand:</p> <ul style="list-style-type: none"> <li>• Marketing objectives.</li> <li>• External and internal influences.</li> <li>• Primary and secondary marketing research.</li> <li>• Sampling.</li> <li>• Interpretation of marketing data.</li> <li>• Technology in gathering and analysing data for marketing.</li> <li>• Price and income elasticity of demand data.</li> <li>• The use of data in marketing decision making and planning. Segmentation, targeting and positioning.</li> <li>• The marketing mix (7Ps).</li> <li>• Digital marketing and e-commerce.</li> </ul>	<p><b>3.4 Improving Operational Performance</b> To understand:</p> <ul style="list-style-type: none"> <li>• Operational objectives.</li> <li>• External and internal influences</li> <li>• Interpret and calculate Ops data.</li> <li>• Calculate op data.</li> <li>• Capacity Management and utilisation. Efficiency and labour productivity.</li> <li>• Lean production.</li> <li>• The Resource Mix.</li> <li>• Technology.</li> <li>• Quality Management.</li> <li>• Flexibility, speed of response and dependability.</li> <li>• Managing suppliers.</li> <li>• Inventory Control.</li> <li>• Outsourcing.</li> </ul>	<p><b>3.5 Improving Financial Performance</b> To understand</p> <ul style="list-style-type: none"> <li>• Financial objectives.</li> <li>• Cash flow and profit.</li> <li>• Gross profit, operating profit and profit. Revenue, costs and profit.</li> <li>• Investment (capital expenditure) levels. Capital structure objectives.</li> <li>• External and internal influences</li> <li>• Budgets and cash flow forecasts.</li> <li>• Construct and interpret break-even charts and calculate and illustrate changes (price, output and costs).</li> <li>• Profitability.</li> <li>• Using data for financial decision making and planning.</li> <li>• Sources of finance.</li> </ul>	<p><b>3.6 Improving HR Performance</b> To understand:</p> <ul style="list-style-type: none"> <li>• Human resource objectives.</li> <li>• Internal and external influences on HR objectives and decisions.</li> <li>• Calculate, interpret and understand human resource data. Organisation design. Delegation, centralisation and decentralisation. Motivation.</li> <li>• Rewards – Financial and non-Financial.</li> <li>• Employee involvement in decision making.</li> <li>• Employer-employee communications and relations.</li> </ul>



Literacy/ Numeracy/ SMSC/ Character	Development in literacy and numeracy and the wider world including personal finance and economic issues	Development in literacy and numeracy and the wider world including personal finance and economic issues	Development in literacy and numeracy and the wider world including personal finance and economic issues  Consumer rights	Development in literacy and numeracy and the wider world including personal finance and economic issues	Development in literacy and numeracy and the wider world including personal finance and economic issues	Development in literacy and numeracy and the wider world including personal finance and economic issues.  Worker's rights
Enrichment and Futures	A Level subject teachers hold revision sessions outside of lesson time to support students.  EzyBusiness	A Level subject teachers hold revision sessions outside of lesson time to support students.  EzyBusiness	A Level subject teachers hold revision sessions outside of lesson time to support students.  EzyBusiness	A Level subject teachers hold revision sessions outside of lesson time to support students.  EzyBusiness	A Level subject teachers hold revision sessions outside of lesson time to support students.  EzyBusiness	A Level subject teachers hold revision sessions outside of lesson time to support students.  EzyBusiness