

<u>Curriculum Map</u>

Subject: Business Studies A Level

Year Group: Year 12

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| Autumn | 1 | Autumn 2 | Spring 1 | Spring 2 | Summer 1 | Summer 2 |
| To under Missiobje Meaimp The of b Shar Shar The own mission deci perf How envi affe | t is Business rstand: sion and ectives. asurement and ortance of profit. different forms usiness. reholders re prices effects of hership on sion, objectives, isions and formance. v the external ironment can ct costs and hand | 3.2 Managers, Leadership and Decision making To understand: The role of managers Types of management and leadership styles Scientific decision making. Intuitive decision making. Decision trees Influences on decision making. Stakeholders' needs Stakeholder conflict Managing the relationship with stakeholders. | 3.3 Improving Marketing Performance To understand: Marketing objectives. External and internal influences. Primary and secondary marketing research. Sampling. Interpretation of marketing data. Technology in gathering and analysing data for marketing. Price and income elasticity of demand data. The use of data in marketing decision making and planning. Segmentation, targeting and positioning. The marketing mix (7Ps). Digital marketing and e-commerce. | 3.4 Improving Operational Performance To understand: Operational objectives. External and internal influences Interpret and calculate Ops data. Calculate op data. Capacity Management and utilisation. Efficiency and labour productivity. Lean production. The Resource Mix. Technology. Quality Management. Flexibility, speed of response and dependability. Managing suppliers. Inventory Control. Outsourcing. | 3.5 Improving Financial Performance To understand Financial objectives. Cash flow and profit. Gross profit, operating profit and profit. Revenue, costs and profit. Investment (capital expenditure) levels. Capital structure objectives. External and internal influences Budgets and cash flow forecasts. Construct and interpret break-even charts and calculate and illustrate changes (price, output and costs). Profitability. Using data for financial decision making and planning. Sources of finance. | 3.6 Improving HR Performance To understand: Human resource objectives. Internal and external influences on HR objectives and decisions. Calculate, interpret and understand human resource data. Organisation design. Delegation, centralisation and decentralisation. Motivation. Rewards – Financial and non-Financial. Employee involvement in decision making. Employer-employee communications and relations. |

| Skills Apply to all | Understand the importance of the context of business in relation to decision making. Begin to demonstrate qualitative and quantitative decision making. | Explore the interrelated nature of business activities and how they affect competitiveness. First introduction to Business Models. | Develop a critical understanding of organisations and the markets in which they operate. In-depth development of responding to numerical data and calculating formulae. Reading and understanding graphs and charts. | Develop use of numerical data including use of tables, charts and formulae. Analysing and decision making based on numerical data. Constructing arguments up to and in line with AO4 (evaluation) | They will develop analytical and critical thinking skills along with the ability to work with abstract ideas. To develop AO2 (evaluative) skills – highlighting arguments that are strong/ weak and being able to explain why. | Develop understanding of ethical and legal issues |
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| Key Question s | How do the objectives of the business affect business performance? What are the different business types and what influences the decision making in each? What are shareholders? | How does the Leadership of a business affect performance? What is effective leadership? How do Leaders make decisions? Recall business models. | Calculating market share, market growth. Evaluating the marketing mix. Interpreting market data in order to understand trends. Numerical questions covering extrapolation and correlation. | What is effective stock control? What links Stock levels and business performance? What is a productive business and how can this be achieved? | How does a business measure performance? Numerical calculations of Ratio's. How do we calculate cash flow, break even? What is the difference between profit and cash flow? Data response questions using company accounts. | What are the main motivational theories? How does a business motivate its workforce? What are the advantages of financial and non-financial reward systems? What rights do workers have? What is effective communication? |
| Assessm ent Focus is primarily on M/C, 9 and 16 mark question s | Case studies, data response and exam style end of unit assessments. | Case studies, data response and exam style end of unit assessments. | Case studies, data response and exam style end of unit assessments. | Case studies, data response and exam style end of unit assessments. | Case studies, data response and exam style end of unit assessments. | End of year mock exam |

| Literacy/ Numerac y/ SMSC/ Characte r | 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 |
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| Enrichme nt 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 |