

Curriculum Map

Subject: Business Studies A Level

Year Group: Year 12

Teachers: DPC & MJJ

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
3.1-3.6	<p>3.1 What is Business To understand:</p> <ul style="list-style-type: none"> • Mission and objectives. • Measurement and importance of profit. • The different forms of business. • Shareholders • Share prices • The effects of ownership on mission, objectives, decisions and performance. • How the external environment can affect costs and demand <p>3.2 Managers, Leadership and Decision making To understand:</p> <ul style="list-style-type: none"> • The role of managers 	<p>3.6 Improving HR Performance To understand:</p> <ul style="list-style-type: none"> • 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. <p>3.4 Improving Operational Performance To understand:</p> <ul style="list-style-type: none"> • Operational objectives. 	<p>3.5 Improving Financial Performance To understand</p> <ul style="list-style-type: none"> • 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. 	<p>3.3 Improving Marketing Performance To understand:</p> <ul style="list-style-type: none"> • 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. 	<p>3.3 Improving Marketing Performance</p> <ul style="list-style-type: none"> • Complete spill over topics from Unit 3.3 • Content Review from UCAS Mock Exam. • Revision 	<ul style="list-style-type: none"> • Work Experience • Introduce Unit 3.7 <p>3.7 Analysing the strategic position of a business (A-level only)</p> <ul style="list-style-type: none"> • To learn about the impact of changes in the UK and the global economic environment on strategic and functional decision making. • To understand reasons for greater globalisation of business. • To learn about the importance of globalisation for business. • To learn about the importance of emerging economies for business.

	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> External and internal influences Interpret and calculate Operations data. Calculate operations 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. 		<ul style="list-style-type: none"> The marketing mix (7Ps). Digital marketing and e-commerce. <p>UCAS Exam can disrupt SOW</p>		
Skills <i>Apply to all</i>	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 Develop understanding of the Economic Change on Strategic and Functional Decision Making

Key Questions	How do the objectives of the business affect business performance? What are the functions of a business? What are the different business types and what influences the decision making in each? Who 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? How does Brexit impact on the Business operations? What is included in the anti-competition laws? What is meant by consumer protection?
Assessment Focus is primarily on M/C, 9 and 16 mark questions	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	Case studies, data response and exam style end of unit assessments. End of year mock exam React	
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 Economic influences on Businesses decisions.

Enrichment	<p>A Level subject teachers hold revision sessions outside of lesson time to support students.</p> <p>Booster Revision trips or done internally Business Owner/Leaders Talk on futures BOE Talks Discussion of career options with suggestions on display board including FE options.</p>	<p>A Level subject teachers hold revision sessions outside of lesson time to support students.</p> <p>Booster Revision trips or done internally Business Owner/Leaders Talk on futures BOE Talks Discussion of career options with suggestions on display board including FE options.</p>	<p>A Level subject teachers hold revision sessions outside of lesson time to support students.</p> <p>Booster Revision trips or done internally Business Owner/Leaders Talk on futures BOE Talks Discussion of career options with suggestions on display board including FE options.</p>	<p>A Level subject teachers hold revision sessions outside of lesson time to support students.</p> <p>Booster Revision trips or done internally Business Owner/Leaders Talk on futures BOE Talks Discussion of career options with suggestions on display board including FE options.</p>	<p>A Level subject teachers hold revision sessions outside of lesson time to support students.</p> <p>Booster Revision trips or done internally Business Owner/Leaders Talk on futures BOE Talks Discussion of career options with suggestions on display board including FE options.</p>	<p>A Level subject teachers hold revision sessions outside of lesson time to support students.</p> <p>Booster Revision trips or done internally Business Owner/Leaders Talk on futures BOE Talks Discussion of career options with suggestions on display board including FE options.</p>
<p>Futures:</p> <p>A list of careers connected to each unit</p>	<p>Entrepreneur, Solicitor, Independent Financial Advisor (IFA), Business Consultant</p>	<p>Product planning Engineer, Process Engineer, Quality Assurance Specialist, Quality Control Specialist, Statistician, Supply chain Manager, Stock Management; Recruitment Policy , HR Director, Union Representative, Arbitrator</p>	<p>Business Consultant, Entrepreneur, Accountancy, Banking and Finance Manager</p>	<p>Marketing Consultant/Manager, Research and Development Manager, Marketing Analyst</p>	<p>Marketing Consultant/Manager, Research and Development Manager, Marketing Analyst</p>	<p>Environmental, Social and Corporate Governor (ESG), Accountancy, Lawyer, Solicitor, Compliance Officer, Economist, Actuarial Scientist, Investment Banker/Advisor</p>