

Curriculum Rationale and Overview (Scheme level)



Subject: Business Studies

Year group: 12

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
National Curriculum context						
Scheme of Learning Title:	Theme 1: Marketing and people	Theme 1: Marketing and people	Theme 1: Marketing and people Theme 2: managing business activities	Theme 2: managing business activities	Theme 2: managing business activities	Theme 3: Business decisions and strategy
Content <i>What will students know?</i>	1.1 Meeting customer needs 1.1.1 The market 1.1.2 Market research 1.1.3 Market positioning 1.2 Market 1.2.1 Demand 1.2.2 Supply 1.2.3 Markets 1.2.4 Price elasticity of demand 1.2.5 Income elasticity of demand	1.3 Marketing mix and strategy 1.3.1 Product/service design 1.3.2 Branding and promotion 1.3.3 Pricing strategies 1.3.4 Distribution 1.3.5 Marketing strategy 1.4 Managing people 1.4.1 Approaches to staffing 1.4.2 Recruitment, selection and training 1.4.3 Organisational design 1.4.4 Motivation in theory and practice 1.4.5 Leadership	1.5 Entrepreneurs and leaders 1.5.1 Role of an entrepreneur 1.5.2 Entrepreneurial motives and characteristics 1.5.3 Business objectives 1.5.4 Forms of business 1.5.5 Business choices 1.5.6 Moving from entrepreneur to leader 2.1 Raising finance 2.1.1 Internal finance 2.1.2 External finance 2.1.3 Liability 2.1.4 Planning	2.2 Financial planning 2.2.1 Sales forecasting 2.2.2 Sales, revenue and costs 2.2.3 Break-even 2.2.4 Budgets 2.3 Managing finance 2.3.1 Profit 2.3.2 Liquidity 2.3.3 Business failure	2.4 Resource management 2.4.1 Production, productivity and efficiency 2.4.2 Capacity utilisation 2.4.3 Stock control 2.4.4 Quality management 2.5 External influences 2.5.1 Economic influences 2.5.2 Legislation 2.5.3 The competitive environment	3.1 Business objectives and strategy 3.1.1 Corporate objectives 3.1.2 Theories of corporate strategy 3.1.3 SWOT analysis 3.1.4 Impact of external influences 3.2 Business growth 3.2.1 Growth 3.2.2 Mergers and takeovers 3.2.3 Organic growth 3.2.4 Reasons for staying small

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<p><i>What will students understand?</i></p>	<p>Topic 1.1:</p> <ul style="list-style-type: none"> ● Characteristics of mass and niche markets ● The role of a dynamic market ● How competition affects the market ● The difference between product and market orientation ● The use and limitations of primary and secondary research ● The difference between quantitative and qualitative data ● The use of ICT to support market research 	<p>Topic 1.3:</p> <ul style="list-style-type: none"> ● Elements of the design mix ● Types of promotion and branding ● Different types of pricing strategies ● Distribution channels used by businesses ● The product life cycle ● Product portfolio analysis and the Boston Matrix <p>Topic 1.4:</p> <ul style="list-style-type: none"> ● The use of a flexible workforce ● Employer/employee relationships ● The recruitment and selection process ● Different types of training ● A variety of organisational structures used within business ● The importance of motivation 	<p>Topic 1.5:</p> <ul style="list-style-type: none"> ● Elements involved with creating and setting up a business ● The importance of innovation ● Characteristics and skills required of an entrepreneur ● Reasons why people set up businesses ● Suitable business objectives ● Different forms of business ownership ● The concept of a franchise ● The process of stock market flotation ● The concept of opportunity cost and trade-offs <p>Topic 2.1:</p> <ul style="list-style-type: none"> ● Internal finance ● External finance ● The implications of limited and unlimited liability ● The relevance of a business plan 	<p>Topic 2.2:</p> <ul style="list-style-type: none"> ● The purpose of and factors affecting sales forecasting ● Calculation of sales volume, sales revenue, fixed and variable costs ● The calculation and interpretation of break-even, contribution and margin of safety ● Different types of budgets ● The difficulties of budgeting <p>Topic 2.3:</p> <ul style="list-style-type: none"> ● The calculation of gross profit, operating profit and profit for the year (net profit) ● The features of a statement of comprehensive income ● Profitability calculations, including gross profit margin and net profit margin ● The features of a statement of 	<p>Topic 2.4:</p> <ul style="list-style-type: none"> ● Different methods of production ● The concept of productivity and efficiency ● The concept of capacity utilisation ● How to calculate capacity utilisation ● The interpretation of stock control diagrams ● The use of buffer stock ● Implications of poor stock control ● History in time stock control ● The concept of lean production ● Quality management techniques <p>Topic 2.5:</p> <ul style="list-style-type: none"> ● The impact of economic influences on businesses ● The impact of legislation on businesses ● The concept of a competitive environment 	<p>Topic 3.1:</p> <ul style="list-style-type: none"> ● The development of corporate objectives, aims and mission statements ● The development of corporate strategy ● The concept of a SWOT analysis ● The concept of a PESTLE analysis ● The concept of Porter's Five Forces <p>Topic 3.2:</p> <ul style="list-style-type: none"> ● The object of business growth ● Problems arising from growth ● Reasons for mergers and takeovers ● The distinction between mergers and takeovers ● The concept of horizontal and vertical integration ● The distinction between inorganic and organic growth
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	<ul style="list-style-type: none"> • Different methods of market segmentation • The use of market mapping • How to gain a competitive advantage • The concept of adding value • Factors leading to a change in demand <p>Topic 1.2:</p> <ul style="list-style-type: none"> • Factors leading to a change in demand • Factors leading to a change in supply • The interaction of supply and demand • The drawing and interpretation of supply 	<ul style="list-style-type: none"> • Motivation theories • Financial and non-financial motivation techniques • Leadership styles 	<ul style="list-style-type: none"> • Interpretation and calculation of cash flow forecasts 	<p>financial position</p> <ul style="list-style-type: none"> • Liquidity calculations, including the current ratio and acid test ratio • Internal and external causes of business failure 		<ul style="list-style-type: none"> • Methods of organic growth • The reasons why some businesses decide to stay small
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	<p>and demand diagram</p> <ul style="list-style-type: none"> • Calculation and interpretation of price elasticity of demand • Calculation and interpretation of income elasticity of demand 					
<i>What will students be able to do?</i>	Students will have sound knowledge of the elements of topic 1.1 and 1.2. They will be able to apply the knowledge to business context and case studies. They will be able to develop chains of analysis using their knowledge of topic 1.1. and 1.2. Students will be able to provide evaluation, judgement and recommendations where appropriate.	Students will have sound knowledge of the elements of topic 1.3 and 1.4. They will be able to apply the knowledge to business context and case studies. They will be able to develop chains of analysis using their knowledge of topic 1.3 and 1.4. Students will be able to provide evaluation, judgement and recommendations where appropriate.	Students will have sound knowledge of the elements of topic 1.5 and 2.1. They will be able to apply the knowledge to business context and case studies. They will be able to develop chains of analysis using their knowledge of topic 1.5 and 2.1. Students will be able to provide evaluation, judgement and recommendations where appropriate.	Students will have sound knowledge of the elements of topic 2.2 and 2.3. They will be able to apply the knowledge to business context and case studies. They will be able to develop chains of analysis using their knowledge of topic 2.2 and 2.3. Students will be able to provide evaluation, judgement and recommendations where appropriate.	Students will have sound knowledge of the elements of topic 2.4 and 2.5. They will be able to apply the knowledge to business context and case studies. They will be able to develop chains of analysis using their knowledge of topic 2.4 and 2.5. Students will be able to provide evaluation, judgement and recommendations where appropriate.	Students will have sound knowledge of the elements of topic 3.1 and 3.2. They will be able to apply the knowledge to business context and case studies. They will be able to develop chains of analysis using their knowledge of topic 3.1 and 3.2. Students will be able to provide evaluation, judgement and recommendations where appropriate.
How will they be formally assessed?	End of topic 1.1 and 1.2 test. The test will consist of exam style questions and past paper questions.	End of topic 1.3 and 1.4 test. The test will consist of exam style questions and past paper questions.	End of topic 1.5 and 2.1 test. The test will consist of exam style questions and past paper questions.	End of topic 2.2 and 2.3 test. The test will consist of exam style questions and past paper questions.	End of topic 2.4 and 2.5 test. The test will consist of exam style questions and past paper questions.	End of topic 3.1 and 3.2 test. The test will consist of exam style questions and past paper questions.
Blended Learning Opportunities (yr 7 & 8)						

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<p style="text-align: center;">Literacy/Numeracy/ Personal Development</p>	<ul style="list-style-type: none"> • New terminology • Extended writing • Reading and understanding numerical data. 	<ul style="list-style-type: none"> • New terminology • Extended writing • Reading and understanding numerical data. 	<ul style="list-style-type: none"> • New terminology • Extended writing • Business calculations • Reading and understanding numerical data. 	<ul style="list-style-type: none"> • New terminology • Extended writing • Business calculations • Reading and understanding numerical data. 	<ul style="list-style-type: none"> • New terminology • Extended writing • Reading and understanding numerical data. 	<ul style="list-style-type: none"> • New terminology • Extended writing • Reading and understanding numerical data.
<p>Links to Prior learning</p>	<p>Market research was introduced in the GCSE Business course. It is studied in greater detail as well as new theory introduced at A Level.</p>	<p>The marketing mix, recruitment, training and motivation were introduced in the GCSE Business course. These areas are studied in greater detail as well as new theory introduced at A Level.</p>	<p>Entrepreneurs, objectives, forms of business, sources of finance, liability, business plans and cash flow were introduced in the GCSE Business course. These areas are studied in greater detail as well as new theory introduced at A Level.</p>	<p>Revenue, costs, break-even, profit and liquidity were introduced in the GCSE Business course. These areas are studied in greater detail as well as new theory introduced at A Level.</p>	<p>Production methods, productivity, stock control methods, quality management, economic influences, legislation and the competitive environment were introduced in the GCSE Business course. These areas are studied in greater detail as well as new theory introduced at A Level.</p>	<p>Objectives and methods of business growth were introduced in the GCSE Business course. These areas are studied in greater detail as well as new theory introduced at A Level.</p>