

KS5 Curriculum Planning

Subject: A Level Business

Year 12: Theme 1 Marketing and People

	Half term 1	Half term 2	Half term 3	Half Term 4	Half term 5	Half term 6
Substantive Knowledge Students should know ...	1.1 Meeting customer needs -Mass markets and niche markets -Dynamic markets -How competition affects the market -The difference between risk and uncertainty -Product and market orientation -Primary and secondary market research data -Limitations of market research, sample size and bias -Use of ICT to support market research -Market segmentation -Market positioning	1.2 Market -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 and demand diagrams to show the causes and consequences of price changes -Calculation price and income elasticity of demand -How to interpret the numerical values of price and income elasticity of demand -Factors influencing price and income elasticity of demand -The significance of price and income elasticity of demand to businesses in terms of implications for pricing -Calculation and interpretation of the relationship between price elasticity of demand and total revenue	1.3 Marketing mix and strategy -Design mix -Changes in the elements of the design mix to reflect social trends -Types of promotion -Types of branding -Benefits of strong branding -Ways to build a brand -Changes in branding and promotion to reflect social trends -Types of pricing strategy -Factors that determine the most appropriate pricing strategy for a particular situation -Changes in pricing to reflect social trends -Distribution channels -Changes in distribution to reflect social trends -The product life cycle -Extension strategies -Boston matrix and the product portfolio -Marketing strategies appropriate for different types of market -Consumer behaviour and how business develop customer loyalty	1.4 Managing people -Staff as an asset; staff as a cost -Features of a flexible workforce -Distinction between dismissal and redundancy -Employer and employee relationships Recruitment and selection process -Costs of recruitment including selection and training -Types of training -The types and features of organisational structure -The impact of different organisational structures on business efficiency and motivation -The importance of employee motivation to a business -Motivation theories -Financial incentives to improve employee performance -Non-financial techniques to improve employee performance -The distinction between management and leadership -Leadership styles	1.5 Entrepreneurs and leaders -The role of an entrepreneur, barriers entrepreneurship and anticipating risk and uncertainty in the business environment -Entrepreneurial motives and characteristics -Business objectives -Forms of business -The opportunity cost and trade off of business choices -The difficulties in developing from an entrepreneur to a leader	Revision and exam practice End of year Mock
Disciplinary Knowledge Students should know how to	Apply their knowledge and understanding of customer needs to various business contexts and show how individuals and	Apply their knowledge and understanding of the market to various business contexts and show how individuals and organisations are affected by	Apply their knowledge and understanding of the marketing mix to various business contexts and show how individuals and organisations are affected by and	Apply their knowledge and understanding of managing people to various business contexts and show how individuals and organisations	Apply their knowledge and understanding of entrepreneurs and leaders to various business contexts and	

	<p>organisations are affected by and respond to issues. They should be able to analyse issues relating to customer needs and show an understanding of the impact on individuals and organisations of external and internal influences. They should also be able to evaluate quantitative and qualitative evidence to make informed judgements and propose evidence-based solutions to business issues.</p>	<p>and respond to issues. They should be able to analyse issues relating to the market and show an understanding of the impact on individuals and organisations of external and internal influences. They should also be able to evaluate quantitative and qualitative evidence to make informed judgements and propose evidence-based solutions to business issues.</p>	<p>respond to issues. They should be able to analyse issues relating to the marketing mix and strategy and show an understanding of the impact on individuals and organisations of external and internal influences. They should also be able to evaluate quantitative and qualitative evidence to make informed judgements and propose evidence-based solutions to business issues.</p>	<p>are affected by and respond to issues. They should be able to analyse issues relating to managing people and show an understanding of the impact on individuals and organisations of external and internal influences. They should also be able to evaluate quantitative and qualitative evidence to make informed judgements and propose evidence-based solutions to business issues.</p>	<p>show how individuals and organisations are affected by and respond to issues. They should be able to analyse issues relating to entrepreneurs and leaders and show an understanding of the impact on individuals and organisations of external and internal influences. They should also be able to evaluate quantitative and qualitative evidence to make informed judgements and propose evidence-based solutions to business issues.</p>	
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Subject: A Level Business

Year 12: Theme 2 Managing Business Activity

	Half term 1	Half term 2	Half term 3	Half Term 4	Half term 5	Half term 6
Substantive Knowledge Students should know ...	2.1 Raising finance -Internal sources of finance -External sources of finance -The implications of limited and unlimited liability and the finance appropriate for these businesses -The relevance of a business plan in obtaining finance -How to interpret a simple cash-flow forecast and calculations based on changes in the cash-flow variables -Use and limitations of a cash-flow forecast	2.2 Financial planning -The purpose of sales forecasts -Factors affecting sales forecasts -Difficulties in sales forecasting -Calculation of sales volume, sales revenue, fixed and variable costs -Calculation of contribution, break even and margin of safety -Interpretation of break-even charts -Limitation of break-even analysis -Purpose of budgets -Types of budgets -Variance analysis -Difficulties in budgeting	2.3 Managing finance -Calculation of different types of profit -Features of a statement of comprehensive income and the use of this document to measure and find ways to improve profitability -The distinction between cash and profit -Features of a statement of financial position and the use of this document to measure and find ways to improve liquidity -Working capital and its management -Internal and external causes of business failure	2.4 Resource management -Methods of production -How productivity is measured, factors influencing productivity and the link between productivity and competitiveness -What efficiency is, factors that influence it and the distinction between labour and capital intensive production -How to calculate capacity utilisation -Implications of under- and over-utilisation -Ways of improving capacity utilisation -Features of stock control -Implications of poor stock control -Competitive advantage gained from lean production -Features of quality management and Kaizen -Competitive advantage gained from quality management	2.5 External influences -The effect on businesses of changes in economic influences -The effect of economic uncertainty on the business environment -The effects on businesses on legislation -Features of a competitive environment	Revision and exam practice End of year mock
Disciplinary Knowledge Students should know how to	Apply this knowledge and understanding to the context of growing businesses and understand how this context impacts on business behaviour.	Apply this knowledge and understanding of marketing to the context of growing businesses and understand how this context impacts on business behaviour. They	Apply this knowledge and understanding of operations to the context of growing businesses and have an understanding of how this context impact on business behaviour. They should also know	Apply this knowledge and understanding of finance to the context of growing businesses and have an understanding of how this context impact on business	Apply this knowledge and understanding of human resources to the context of growing businesses and have an	

	<p>They should also know how to apply this knowledge and understanding to business decision making and use problem-solving and decision-making skills relevant to business. They should be able to investigate, analyse and evaluate business opportunities and issues and make justified decisions using a range of data and the application of quantitative skills.</p>	<p>should also know how to apply this knowledge and understanding to business decision making and use problem-solving and decision-making skills relevant to business. They should be able to investigate, analyse and evaluate business opportunities and issues and make justified decisions using a range of data and the application of quantitative skills.</p>	<p>how to apply this knowledge and understanding to business decision making and use problem-solving and decision-making skills relevant to business. They should be able to investigate, analyse and evaluate business opportunities and issues and make justified decisions using a range of data and the application of quantitative skills.</p>	<p>behaviour. They should also know how to apply this knowledge and understanding to business decision making and use problem-solving and decision-making skills relevant to business. They should be able to investigate, analyse and evaluate business opportunities and issues and make justified decisions using a range of data and the application of quantitative skills.</p>	<p>understanding of how this context impact on business behaviour. They should also know how to apply this knowledge and understanding to business decision making and use problem-solving and decision-making skills relevant to business. They should be able to investigate, analyse and evaluate business opportunities and issues and make justified decisions using a range of data and the application of quantitative skills.</p>	
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