

## Subject Curriculum Overview for Academic Year 2023/2024

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Unit 2 Managers and Leadership	<ul style="list-style-type: none"><li>• Understand the distinction between management and leadership</li><li>• Know types of management and leadership styles and influences on these</li><li>• Know and apply the Tannenbaum-Schmidt continuum</li><li>• Know and interpret decision trees</li><li>• Understand and calculate expected value and net gains</li><li>• Understand the use and value of decision trees in decision making.</li><li>• Understand decision making and opportunity cost</li><li>• Understand the influences on decision making</li><li>• Know what stakeholder mapping is</li><li>• Know how to manage the relationship with different stakeholders</li></ul>	autocratic paternalistic democratic laissez-faire Tannenbaum-Schmidt continuum Decision trees Opportunity cost mission objectives ethics the external environment resource constraints Corporate social responsibility stakeholders stakeholder mapping	Homework with practice exam questions  End of unit assessment	
Subject: Business Studies		Subject Leader: J Males	Year Group: 12	SPRING TERM
Topic	Key Learning Points		Key Vocabulary	Assessments
Unit 3 – Marketing Management	<ul style="list-style-type: none"><li>• Know the role and purpose of marketing</li><li>• Understand how a business sets marketing aims and objectives</li><li>• Apply knowledge of marketing strategies to a real-life business</li><li>• understand how internal and external influences can impact marketing objectives and decisions – using PESTLE</li><li>• Know the difference between primary and secondary market research</li><li>• Understand the different market research methods a business can use</li><li>• Know the difference between qualitative and quantitative data</li><li>• Know internal sources of market research</li><li>• Know external sources of market research</li><li>• Know the purpose of market research for successful businesses</li><li>• Understand how different market research methods are appropriate in helping to meet marketing objectives and inform decision making</li><li>• Analyse the impact of Supply and Demand changes on a business</li><li>• Analyse how a business can take advantage of these changes</li><li>• Understand the term ‘Price elasticity of demand’</li></ul>		Aims Objectives Sales volume Market size Market and sales growth Market share Brand loyalty Primary market research Secondary market research Quantitative data Qualitative data SMART Objective Population size	Homework with practice exam questions  End of unit assessment

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	<ul style="list-style-type: none"> <li>• Understand the term 'Income elasticity of demand'</li> <li>• Know and apply market segmentation</li> <li>• Know and apply the Boston Matrix</li> <li>• Know the 5 different pricing strategies a business may choose to implement them</li> <li>• Evaluate the impact of pricing changes on Customers and the business.</li> <li>• Know the 7P's of the extended marketing mix</li> <li>• Understand how businesses can use the 7Ps to be successful</li> <li>• Evaluate how successfully businesses have used the 7Ps of the extended marketing mix.</li> </ul>	Sampling methods Random sample Stratified sample Cluster sample Market mapping Price elasticity of demand Income elasticity of demand Market segmentation Market positioning Pricing decisions Extended marketing mix– product Price Place Promotion People Physical environment process Target market Pricing strategies Psychological pricing Cost-plus pricing Price skimming Competitor pricing Price penetration Competitor analysis Guerrilla marketing	
Unit 4 – Decision making to improve operational performance	<ul style="list-style-type: none"> <li>• Know the value of setting operational objectives</li> <li>• Know external influences on operational objectives and decisions</li> <li>• Know internal influences on operational objectives and decisions</li> <li>• Know the importance of capacity</li> <li>• Know the importance of efficiency and labour productivity</li> <li>• Recall the benefits and drawbacks of lean production</li> <li>• Evaluate how to utilise capacity efficiently</li> <li>• Know how to use technology to improve operational efficiency</li> </ul>	Operational objectives Costs Quality Speed of response Flexibility Dependability Environmental objectives Added value	Homework with practice exam questions       End of unit assessment Mock exam units 1-4

	<ul style="list-style-type: none"> <li>Recall the methods of improving quality</li> <li>Evaluate the benefits and difficulties of improving quality.</li> <li>Know the consequences of poor quality</li> <li>Recall the ways and value of improving flexibility, speed of response and dependability.</li> <li>Know how to manage supply to match demand and the value of doing so.</li> <li>Know the influences on the amount of inventory held.</li> <li>Know the influences on the choice of suppliers.</li> <li>Know how to manage the supply chain effectively and efficiently and the value of this.</li> <li>Understand the value of outsourcing</li> </ul>	Lean production Supplier Capacity utilisation Labour production Quality assurance Inventory Outsourcing		
<b>Subject: Business Studies</b>		<b>Subject Leader: J Males</b>	<b>Year Group: 12</b>	<b>SUMMER TERM</b>
<b>Topic</b>	<b>Key Learning Points</b>	<b>Key Vocabulary</b>	<b>Assessments</b>	
Unit 5 - Decision making to improve financial performance	<ul style="list-style-type: none"> <li>Know what financial objectives are</li> <li>Know external influences on financial objectives and decisions</li> <li>Know internal influences on financial objectives and decisions</li> <li>Know the difference between cash flow and profit and their role in a business</li> <li>Know the difference between gross profit, operating profit and profit for the year.</li> <li>Accurately calculate profit</li> <li>Accurately construct and analyse budgets and cash flow forecasts</li> <li>Know what variance analysis is</li> <li>Know the importance of budgeting</li> <li>Recall different types of budgets</li> <li>Prepare, complete, analyse, revise and evaluate cash flow.</li> <li>Know how to use cash flow forecasts for planning, monitoring, control, target setting.</li> <li>Know fixed costs, variable costs, sales revenue and total costs.</li> <li>Know the breakeven formula</li> <li>Know the components of a break-even chart</li> <li>Calculate contribution per unit and break-even using key formula</li> <li>Produce a break-even chart</li> <li>Evaluate the effectiveness of break-even analysis to made key business decisions</li> </ul>	Revenue or earnings budget Expenditure budget Profit budget Variance analysis Return on investment Revenue Costs Profit objectives Cash flow objectives Breakeven Break-even output Margin of safety Contribution per unit Total contribution Payables Receivables Debt factoring Overdrafts Retained profits Share capital Loans	Homework with practice exam questions  End of unit assessment	

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### How parents can support learning in the subject this academic year

Encourage all students to frequently revisit their notes from lessons to digest the key content being taught.  
All students have their own textbook to supplement their learning outside of lessons.

### Recommended Reading

- Keeping up to date with the news is also very helpful. <https://www.bbc.co.uk/news> , <https://www.theguardian.com/uk/business>
- Tutor2U - <https://www.tutor2u.net/business/collections/aqa-a-level-business-study-resources-what-is-business>
- Seneca Learning - <https://senecalearning.com/en-GB/seneca-certified-resources/business-a-level-aqa/>
- Market research - <https://www.bbc.co.uk/bitesize/guides/z6y9rj6/revision/1>
- The UK economy - <https://www.bbc.co.uk/bitesize/guides/z332sg8/revision/1>
- <https://www.studocu.com/en-gb/document/best-notes-for-high-school-gb/business-studies/complete-business-revision-notes-a-level-aqa/25141260>
- CGP AS and A-Level Business: AQA Complete Revision & Practice. ISBN: 9781782943518

#### Additional wider reading

- Principles of Marketing, Philip Kotler. 2008. ISBN: 9780273711568
- Complete A-Z Business Studies Handbook 5th Edition, David Lines and Martin Barr, 5<sup>th</sup> edition. ISBN: 9780340915165
- Strong Woman: The Truth About Getting To The Top, Karren Brady, 2013. ISBN: 9780007416141

### Points to note

Organisation is essential for success in this course, so students should aim to keep their thorough notes in a structured folder – one section per unit. Folder checks will take place regularly throughout the year.