

A LEVEL Subject AOs	AO1 Knowledge	AO2 Application	AO3 Analysis	AO4 Evaluation
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		Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 12; Teacher James Hamilton 9 Periods per fortnight Exam: AS Paper 1; 90 minutes; 80 marks; AS Paper 2; 90 minutes, 80 marks		Topic: Meeting customer needs and the market	Topic: Marketing mix, Managing people and Entrepreneurs and Leaders	Topic: Raising finance, Financial planning and Managing finance	Topic: Resource management and External influences	Topic: Revision for UCAS mocks in year 12 classes.	Topic: Theme 3 Business Decisions and Strategy
		<p>Subject Skills; In the Autumn term students will develop a solid understand of concepts such as marketing, market research and market positioning. They will be able to understand why different approaches are taken by specific companies and businesses. They will be able to apply this knowledge to numerous real-world scenarios. In addition they will be able to then link this work to the concept of the “market”, specifically looking at elasticity and how consumer demand is determined by a number of variables outside of marketing (income, budget constraint) – this then links into the concept segmentation. Marketing is expanded upon in the second half of the autumn term once an established understanding of the market has been established. An in-depth analysis of the marketing mix is provided, with links drawn to previously taught material and real-world examples. Students then progress onto the management of people and how important this is to ensure that the product is delivered to market with a specific focus on organisational design, motivation and leadership.</p> <p>In the Spring term student will develop skills in the areas of Business finance and resource management whilst also understanding the impact of external influences upon business. In this section of the syllabus students will develop subject specific skills in the areas of break-even analysis, sales forecasting and the theoretical underpinning of stock control (working capital). Students will also have a clear understanding of the impact that external influences (economic, legal and competitive) can have upon business success. The purpose of this section of the syllabus is to provide students with the fundamental skills and knowledge required to successfully run a financially viable business that can plan for a stable financial future.</p> <p>Learner Skills; throughout the year, stress is placed on the four assessment criteria; knowledge (facts about the business theory that they must learn), application (their understanding of the context), analysis (their ability to clearly explain how the knowledge they’re citing, answer the question / problem that they’re being posed with) and evaluation (their ability to explain the other side of the argument and in so doing, provide the answer with balance).</p>				<p>Rationale: By giving the first half of the summer term as ‘revision for UCAS exams’, it provides built in flexibility while keeping the intention of finishing the syllabus by Easter; always advisable in key stage 5.</p>	<p>All year 12 students to come together for the final half term to be taught the beginning of theme 3 (year 13 content) after the UCAS internal exams.</p> <p>Forward planning required for this based on retention of students carrying on between year 12 and year 13</p>
		<p>Rationale: For students to gain a broad education in the fundamentals of how the world of business and commerce works. By the end of the course students should be comfortable enough with the subject matter that they can undertake a related degree or progress into a paid higher apprenticeship in business/commerce. The education they receive from this course should also enable them to progress well in any workplace. These skills are also transferable to wider life and as such this course should provide students with the ability to manage their own finances in secure way.</p>					