

## Year 12 BUSINESS

### **Overall Intent:**

At Key Stage 5 (Year 12 and Year 13), we deliver the AQA A-level Business course. Students apply their knowledge and understanding to different business contexts ranging from small enterprises to large multinationals and businesses operating in local, national and global contexts. Students develop an understanding of how these contexts impact on business behaviour. Skills they develop include problem-solving skills and decision-making skills relevant to business. Students will also learn to carry out calculations relevant to business including profit and profitability ratios, unit costs and ways of interpreting financial information, operations, marketing and HR data. Students will develop skills in using and finding both quantitative and qualitative information to support their analysis and recommendations. The courses are up to date as they are designed to engage students on topics and issues that are relevant in today's society through key contemporary developments including digital technology, business ethics and globalisation.

	<b>Autumn 1</b>	<b>Autumn 2</b>	<b>Spring 1</b>	<b>Spring 2</b>	<b>Summer 1</b>	<b>Summer 2</b>
<b>Topic/area of study</b>	UNIT 1: WHAT IS BUSINESS  UNIT 2: MANAGERS, LEADERSHIP AND DECISION MAKING	UNIT 3: DECISION MAKING TO IMPROVE MARKETING PERFORMANCE  UNIT 4: DECISION MAKING TO IMPROVE OPERATIONAL PERFORMANCE		UNIT 5: DECISION MAKING TO IMPROVE FINANCIAL PERFORMANCE  UNIT 6: DECISION MAKING TO IMPROVE HUMAN RESOURCE PERFORMANCE		
<b>Key learning aims – knowledge</b>	The nature and purpose of business, different business forms, the external environment, management, leadership and decision-making, management decision-making including decision trees and difference	Setting marketing objectives, understanding markets and customers, making marketing decisions: segmentation, targeting and positioning, setting operational objectives, analysing operational	Making marketing decisions: using the marketing mix (7Ps), making operational decisions to improve performance: Improving quality, making operational decisions to improve performance: Managing inventory and supply chains.	Setting financial objectives, analysing financial performance, making financial decisions: sources of finance, setting Human Resource objectives, analysing human resource performance, making human	Making financial decisions: improving cash flow and profits, making human resource decisions: improving motivation and engagement.	Making financial decisions, making human resource decisions: improving employer-employee relations.

	between a hunch and scientific decision-making, the role and importance of stakeholders.	performance, making operational decisions to improve performance: increasing efficiency and productivity.		resource decisions: improving organisational design and managing the human resource flow.		
<b>Key learning aims - skills</b>	Throughout the course, students will develop skills in calculation, data analysis, thinking critically about issues and making informed decisions.					
<b>Assessment</b>	Exam questions based on Units 1 & 2	Exam questions based on Unit 1-4	Paper 1 Mock Exam (Units 1-4)	Exam questions based on all Units (1-6)	Exam questions based on all Units (1-6)	Exam questions based on all Units (1-6)