

Year 12 A-Level Business Curriculum Sequence

Subject Intent: Our aim is to inspire and develop students with digital, entrepreneurial and creative skills that will give them the opportunities to succeed with confidence and find fulfilment in the fast-paced world within which they live.

	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Big idea/Theme	3.1.1 Understanding the nature and purpose of business	3.3.1 Setting marketing objectives	3.3.4 Making marketing decisions: using the marketing mix	3.4.2 Analysing operational performance	3.4.4 Making operational decisions to improve performance: improving quality	Revision of 3.1, 3.3 and 3.4 topics
Big Idea/Theme	3.1.2 Understanding different business forms	3.3.2 Understanding markets and customers	3.4.1 Setting operational objectives	3.4.3 Making operational decisions to improve performance: increasing efficiency and productivity	3.4.5 Making operational decisions to improve performance: managing inventory and supply chains	
Big idea/Theme	3.1.3 Understanding that businesses operate within an external environment	3.3.3 Making marketing decisions: segmentation, targeting, positioning				

<p>Knowledge that needs to stick</p>	<p>Students will be looking at aspects such as why businesses exist Business objectives such as profit, growth, survival, cash flow, social and ethical objectives. The relationship between mission and objectives Common business objectives, Why businesses set objectives, The measurement and importance of profit.</p> <p>Reasons for choosing different forms of business and for changing business form Different forms of business include: • sole traders • private limited companies and public limited companies •</p>	<p>Students will learn about the value of setting marketing objectives. Marketing objectives include: • sales volume and sales value • market size • market and sales growth • market share • brand loyalty. External and internal influences on marketing objectives and decisions.</p> <p>The value of primary and secondary marketing research. Marketing research should include: • qualitative and quantitative data • market mapping. You should be able to calculate market and sales growth, market share and</p>	<p>Students will explore the elements of the marketing mix (7Ps) The influences on and effects of changes in the elements of the marketing mix The marketing mix should be considered for goods and services, both industrial and consumer. Types of consumer goods considered should include convenience, shopping and specialty products. Product decisions Product decisions should include: • the value of product portfolio analysis and the Boston Matrix • the value of the product life cycle model including extension strategies •</p>	<p>Students will explore interpretation of operations data Calculation of operations data Students should be able to calculate: • labour productivity • unit costs (average costs) • capacity • capacity utilisation. The use of data in operational decision making and planning</p> <p>The importance of capacity, the importance of efficiency and labour productivity, how to increase efficiency and labour productivity The benefits and difficulties of lean production Lean production should include 'Just in Time' operations. Difficulties</p>	<p>Students will learn about the importance of quality. Methods of improving quality Methods of improving quality should include quality assurance. The benefits and difficulties of improving quality The consequences of poor quality.</p> <p>Ways and value of improving flexibility, speed of response and dependability An understanding of flexibility should include mass customisation. How to manage supply to match demand and the value of doing so Ways of matching supply to demand include: • outsourcing • use of temporary and</p>	
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	<p>private sector and public sector organisations • non-profit organisations such as charities and mutuals. Issues with different forms of business include: • unlimited and limited liability • ordinary share capital • market capitalisation • dividends. The role of shareholders and why they invest Influences on share price and the significance of share price changes The effects of ownership on mission, objectives, decisions and performance.</p> <p>How the external environment can affect costs and demand Factors influencing costs and demand to</p>	<p>size. The value of sampling The interpretation of marketing data Interpretation of marketing data should include: • positive and negative correlation and an understanding of the strength of the relationship • understanding the concept of confidence intervals • understanding extrapolation. The value of technology in gathering and analysing data for marketing decision making The interpretation of price and income elasticity of demand data Students should be able to interpret price and income elasticity of demand data and</p>	<p>influences on and the value of new product development. Pricing decisions Pricing decisions should include penetration and price skimming. Decisions about the promotional mix Promotional decisions should include the value of branding. Distribution (place) decisions Distribution decisions should include multichannel distribution. Decisions relating to other elements of the marketing mix: people, process and physical environment The importance of and influences on an integrated marketing mix</p>	<p>increasing efficiency and labour productivity How to choose the optimal mix of resources The mix of resources should include an understanding of labour and capital intensive processes. How to utilise capacity efficiently How to use technology to improve operational efficiency</p>	<p>part time employees • producing to order. Influences on the amount of inventory held Inventory control should include: • interpreting inventory control charts • lead time • re-order levels • buffer level of inventory • re-order quantities. Influences on the choice of suppliers How to manage the supply chain effectively and efficiently and the value of this The value of outsourcing</p>	
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	<p>include the effect of:</p> <ul style="list-style-type: none"> • competition • market conditions • incomes • interest rates • demographic factors • environmental issues and fair trade. 	<p>be able to analyse the impact of changes in price and income on revenue (they do not need to be able to calculate these). The value of the concepts of price and income elasticity of demand to marketing decision makers.</p> <p>The process and value of segmentation, targeting and positioning</p> <p>Segmentation methods include:</p> <ul style="list-style-type: none"> • demographic • geographic • income • behavioural segmentation. <p>Influences on choosing a target market and positioning</p> <p>Targeting may</p>	<p>Influences on an integrated marketing mix include:</p> <ul style="list-style-type: none"> • the position in the product life cycle • the Boston Matrix • the type of product • marketing objectives • the target market • competition • positioning. <p>Understanding the value of digital marketing and e-commerce.</p> <p>The elements of the marketing mix (7Ps) The influences on and effects of changes in the elements of the marketing mix</p> <p>The marketing mix should be considered for goods and services, both industrial and consumer. Types of consumer goods considered should</p>			
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		include niche and mass marketing.	include convenience, shopping and specialty products. Product decisions Product decisions should include: • the value of product portfolio analysis and the Boston Matrix • the value of the product life cycle model including extension strategies • influences on and the value of new product development. Pricing decisions Pricing decisions should include penetration and price skimming. Decisions about the promotional mix Promotional decisions should include the value of branding. Distribution (place) decisions			
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			<p>Distribution decisions should include multichannel distribution. Decisions relating to other elements of the marketing mix: people, process and physical environment The importance of and influences on an integrated marketing mix Influences on an integrated marketing mix include:</p> <ul style="list-style-type: none">• the position in the product life cycle• the Boston Matrix• the type of product• marketing objectives• the target market• competition• positioning. <p>Understanding the value of digital marketing and e-commerce</p>			
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Demonstration of Knowledge (Assessment)	Mini formative assessments on each topic to check understanding	Mini formative assessments on each topic to check understanding End of Term test (PPE)	Mini formative assessments on each topic to check understanding	Mini formative assessments on each topic to check understanding End of Term test (PPE)	Mini formative assessments on each topic to check understanding	End of Year Exam (PPE)
Links to key stage 2/ prior knowledge needed	As students can take A-Level Business without doing GCSE or BTEC, it would be advisable to assume no prior knowledge of these topics	As students can take A-Level Business without doing GCSE or BTEC, it would be advisable to assume no prior knowledge of these topics	As students can take A-Level Business without doing GCSE or BTEC, it would be advisable to assume no prior knowledge of these topics	As students can take A-Level Business without doing GCSE or BTEC, it would be advisable to assume no prior knowledge of these topics	As students can take A-Level Business without doing GCSE or BTEC, it would be advisable to assume no prior knowledge of these topics	
Skill set development	To be able to analyse how businesses rely on profits, break even and SMART aims and objectives to be able to survive in the short term. Also students will be able to evaluate the suitable types of ownerships employed by businesses and how external factors can have an impact on decision	To be able to justify the importance of aims and objectives set by businesses and how they have an impact in the short and long term. To be able to analyse the importance of market research and how data can be used to further inform product designs. To be able to	To be able to analyse to evaluate the importance of each factor of the marketing mix which include, price, product, promotion, place, process, physical environment and people. To be able to justify the importance of how setting operational objectives can have an impact on the productivity and	To be able to calculate the productivity of current workforce and analyse the different productivity methods such as lean production, TQM, kaizen and other aspects of waste elimination and justify what businesses should adopt to improve the working culture and productivity	To be able to analyse the different requirements of quality standards and quality assurance and justify decisions to make to further improve performance management via supply chains and managing inventory.	

	making in the future.	evaluate how data can inform marketing decisions based on positioning, segmentation and accurate targeting.	efficiency of the business.	within the company. This can also be linked to how capacity management can be justified to further improve productivity in operations management.		
Key Vocabulary (Tier 2/ Tier 3)	Profit, loss, break even, revenue, sales, survival, ethical, financial objectives, sole trader, partnership, private limited company, public limited company, private, public sector, unlimited, limited liability, share capital, dividends, shareholders, competition, interest rates, demographics.	Segmentation, Demographic, Age, Gender, Income, Lifestyle, Occupation, Questionnaire, Research, Focus Group, Census, Survey, Sampling, Profiling, Quota, Cluster, Random, Convenience, positive and negative correlation, extrapolation, confidence intervals, price elasticity, sales volume and sales value, market size, market and sales	Price, Product, promotion, place, process, physical environment, people, boston matrix, dog, cash cow, star product, question child, e-commerce, distribution, extension strategies, strategic positioning, target market, channels, demographic, advertising methods, sales promotion.	labour productivity <ul style="list-style-type: none"> • unit costs (average costs) • capacity • capacity utilisation, lean production, kaizen, Kanban, total quality management, labour intensive, capital intensive, just in time, just in case. 	Quality assurance, outsourcing, temporary and part time employees, inventory held Inventory control, interpreting inventory control, lead time, re-order levels, buffer level of inventory, re-order quantities.	

		growth, market share, brand loyalty				
Reading and Oracy	Set case study/scenario to be read through and analysed and comprehension questions asked.	Set case study/scenario to be read through and analysed and comprehension questions asked.	Set case study/scenario to be read through and analysed and comprehension questions asked.	Set case study/scenario to be read through and analysed and comprehension questions asked.	Set case study/scenario to be read through and analysed and comprehension questions asked.	Set case study/scenario to be read through and analysed and comprehension questions asked.
Numeracy						
Opportunities						
Careers						
SMSC including British Values, Culture and Diversity						
Relationship and Sex Education and Health Education						

Key Documents:

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/908013/Relationships Education Relationships and Sex Education RSE and Health Education.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/908013/Relationships_Education_Relationships_and_Sex_Education_RSE_and_Health_Education.pdf)

<https://www.thecdi.net/write/CDI-Framework-Jan2020-web.pdf>