

The English Martyrs Catholic School and Sixth Form College



Business Year 12	Module 1	Module 2	Module 3
Topic Theme and Intent	Business Activity - Why businesses exist and how do they work? Leadership & Management & Introduction to Operations	Study how the role of Marketing affects the decisions made within a Business. How does the Marketing decisions allow the business to become more successful and the impact of their marketing decisions on the wider community. Business Operations & Introduction to Finance.	Study how the role of Human Resources affects the decisions made within a Business.
Knowledge	<ul style="list-style-type: none"> Why businesses exist? Mission and objectives Why businesses set objectives Measurement and importance of profit Know the roles of managers within businesses Types & effectiveness of management and leadership styles inc. Blake Mouton and Tannenbaum & Schmidt theorem The different types of decision making, scientific vs intuitive Influences that can affect decision making 	<ul style="list-style-type: none"> Understand how developments in technology are affecting marketing decision making and activities (e.g. digital marketing and the use of social media, relationship marketing and dynamic pricing) Investigate ethical and environmental influences on Consequences of poor quality Understand the importance of setting realistic financial objectives Analyse the difference between cash flow and profit, understanding the different measurements of profit. 	<ul style="list-style-type: none"> Study how developments in technology are affecting decision making and activities in relation to human resources (e.g. changing the nature of work, the skills that are required and ways of working such as tele-working) Explore how human resource decisions help improve the competitiveness of a business Research the interrelationship between human resource decisions and other functions
Skills	<ul style="list-style-type: none"> Demonstrate knowledge of terms, concepts, theories, methods and models to show an understanding of how individuals and organisations are affected by and respond to business issues. Apply knowledge and understanding to various business contexts to show how individuals and organisations are affected by and respond to issues 	<ul style="list-style-type: none"> Analyse issues within business, showing an understanding of the impact on individuals and organisations of external and internal influences 	<ul style="list-style-type: none"> Evaluate quantitative and qualitative information to make informed judgements and propose evidence-based solutions to business issues.
Literacy Links	<p>Reading - Reading for meaning and to develop understanding of key aspects of business.</p> <p>Writing – Students write both short and long answers pieces</p> <p>Oracy-Forming opinions and articulating them through class discussions, speaking confidently and effectively</p>	<p>Reading - Apply meaning to a wide range of business contexts</p> <p>Writing – Students write both short and long answers pieces</p> <p>Oracy- Speaking confidently in a range of formal and informal contexts, including classroom discussion, giving short speeches and presentations, expressing their own ideas and keeping to the point</p>	<p>Reading - Reading case studies and real-life businesses and interpreting information they are presented with to further support them with answering exam questions.</p> <p>Writing – Students write both short and long answers pieces</p> <p>Oracy- Participating in formal debates and structured discussions, summarising and/or building on what has been said.</p>
Essential Vocabulary	Business, Public Limited Company, Private Limited Company, Sole Trader, Partnership, Limited/Unlimited liability, Mission/Vision statement, Manager, Direction, Role, Control, Organise, Analyse, Leader, Style, Influence, Authoritarian, Paternalistic, Democratic, Laissez-Faire	Sales volume and sales value, Market size, Market and sales growth, Market share, Brand loyalty, Marketing objectives, Primary research, Secondary research, Sampling, Elasticity, Quality, Inventory Control, Re-order Level, Buffer Stock, Outsourcing, Materials, Kaizen, TQM, Quality control	Human Resources, Employee engagement and involvement, Talent development, Training, Diversity, Alignment of values Number, skills and location of employees, Motivation, Organisational Design, Hackman & Oldham

Disciplinary Reading

Reading for Pleasure

