**Curriculum Overview – 2020-2021**

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| **Subject** | Business Studies |
| **Year Group** | 12 |
| **Text Book Title(s) – if applicable** | Cambridge International AS and A Level Business Coursebook |
| **Text Book ISBN** | 9781107677364 |
| **Lessons per week (45 minutes)** | 8 |

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| **Week** | **Unit Title** | **Learning Objectives** | **Key Dates** |
| 1 | Unit 1 Business and its Environment  CH 1 Enterprise | Understand what business activity involves. Recognize that making choices as a result of economic problem. |  |
| 2 | Enterprise | Analyse the meaning and importance of creating value. Recognize the key characteristics of successful entrepreneurs. |  |
| 3 | Ch 2 Business Structure | Classify industries into levels of economic activity-primary, secondary and tertiary |  |
| 4 | Ch 2 Business Structure | Understand the difference between the private sector and public sector in your economy. |  |
| 5 | Ch 3 Size of Business | Identify several ways of measuring the size of businesses and evaluate each of them. Analyse the beneficial impact that small firms can have on a country’s economy | Progress Report |
| 6 | Ch 3 Size of Business | Analyse advantages and disadvantages of small and large businesses. Explain the difference between internal and external growth. |  |
| 7 | Ch 4 Business Objectives | Understand the importance of setting objectives. Understand the importance of these being SMART . |  |
| 8 | Business Objectives | Critically assess how CSR and ethics can influence business objectives and activities. |  |
| Mid-Term Break | | |  |
| 9 | Ch 5 Stakeholders in a business | Explain what is meant by ‘stakeholder’. Analyse and comment on the roles, rights and responsibilities of key key business stakeholders. Evaluate conflicts of different stakeholder groups. |  |
| 10 | Unit 2 People in Organizations  Ch 10 Management and Leadership | Understand the main functions of managers. Analyse the importance of good management to the success of a business. |  |
| 11 | Ch 10 Management and Leadership | Evaluate the appropriateness of these styles to different business situations. Understand the significance of informal leadership. |  |
| 12 | Ch 11 Motivation | Understand what motivation is and why motivated workers are important to business organisations. Discuss motivational theorists and their relevance. | Term Report |
| 13 | Ch 11 Motivation | Analyse the appropriateness of different payment systems and evaluate their impact on motivation. | SPT Conference |
| 14 | Ch 12 Human Resource Management | Understand the role and purpose of the human resource managers in an organization. Analyse the importance of employee recruitment and selection to an organization |  |
| 15 | Ch 12 Human Resource Management | Assess the main features of employment contracts. Discuss the importance of employee training and development in increasing the efficiency and motivation of the workforce. |  |
| Winter Holiday | | |  |
| 16 | Unit 3 Marketing  Ch 16 What is Marketing | Understand what marketing is and the role of marketing in modern societies. Analyse the relationship between marketing, corporate objectives |  |
| 17 | Ch 16 Marketing | Recognize the difference between market orientation and product orientation. Assess the significance of market segmentation and how this might be achieved | Mock Exams |
| 18 | Ch17 Market Research | Understand what market research is and why it is important. Explain the main stages of the market research process. | Mock Exams |
| 19 | Ch 17 Market Research | Analyse statistical research results to aid with management decision making including averages and measures of spread. | Mock grade card |
| 20 | Chapter 18  The marketing mix-product and price | Explain what the marketing mix means and what its key components are. Analyse the importance of the customer and customers relationship marketing. | SPT Conference |
| Mid-Term Break | | |  |
| 21 | Ch 19  The marketing mix- product and price | Understand and evaluate the importance of product decisions to a successful marketing mix. Analyse the typical stages of a typical product life cycle and evaluate the usefulness of the concept. |  |
| 22 | Unit 4  Operations and project management  Ch 22 The nature of operation | Understand what is meant by operations management. Appreciate the nature of production and how value can be added. Understand the difference between production and productivity, efficiency and effectiveness. |  |
| 23 | Ch 23 Operations Planning | Understand the need for operations planning. Analyse the influence of marketing, resources and information technology on operations planning. Differentiate between different production methods and evaluate the determining factors in difference business scenario |  |
| 24 | Ch 23  Operations Planning | Assess the importance of location decisions to the success of a business and evaluate the factors that influence location decisions. Analyse the importance of economies and diseconomies of scale and the impact on unit costs. |  |
| 25 | Ch 24  Inventory Management | Understand why businesses hold stock and the costs of stock holding. Analyse the advantages and disadvantages of traditional stock- management systems. |  |
| Novruz Holiday | | |  |
| 26 | Unit 5  Finance and Accounting  Ch 28 | Understand why business activity requires finance. Understand the importance of working capital to a business and ;how this can be managed. Select and justify appropriate sources of finance for different business needs. | Final Grades |
| 27 | Ch 29 Costs | Explain the different classifications given to production costs. Analyse which costs of production are likely to vary with output and which will not. Evaluate the usefulness of break-even analysis. |  |
| 28 | Ch 30 Accounting Fundamentals | Understand why keeping business accounts is so important. Analyse the main users and uses of business-accounting records |  |
| 29 | Ch 30 Accounting Fundamentals | Identify and understand the main components of a statement of financial position. Analyse business accounts by using ratio analysis liquidity and profit margin ratios. | Final Report |
| 30 |  | Study Leave / Revision |  |
| 31 |  | Study Leave / Revision |  |
| 32 |  | Study Leave / Revision |  |
| 33 |  | Study Leave / Revision |  |
| Ramadan Holiday & Republic Day | | |  |
| 34 |  | Study Leave / Revision |  |
| 35 |  | Study Leave / Revision |  |
| 36 |  | Study Leave / Revision |  |
| 37 |  | Study Leave / Revision |  |
| Summer Holiday | | |  |