

Year 12 A Level Business Studies (AQA) Curriculum Learning Journey

Curriculum Intent

To develop students' substantive and disciplinary knowledge both in and out of lessons to provide them with the tools to be successful both in school and future destination. This will prepare students for further education and provide them with the confidence to take calculated risks in their future careers. We ensure that business lessons are routed with a strong theoretical underpinning, which is developed to enable students to critically analyse and evaluate theories and models, forming their own judgements and discussions.

	Year	Overview of Year 12 Content	Purpose
KS5	12	<p>3.1 What is business?</p> <p>3.2 Managers, leadership and decision making</p> <p>3.3 Decision making to improve Marketing performance</p> <p>3.4 Decision making to improve Operation performance</p> <p>3.5 Decision making to improve Financial performance</p> <p>3.6 Decision making to improve Human Resource performance</p>	<p>Understanding the foundations of Business Studies, across a range of functional areas. Focusing on tactical decision making and internal influences.</p> <p>Introduction of business theories, concepts and business models that underpin the subsequent topics.</p> <p>Students to develop the knowledge and skills needed to think critically and consider the different functional areas of business.</p> <p>Focussing on tactical decision making.</p> <p>Develop numeracy skills in a range of business contexts.</p> <p>Develop an enthusiasm for all functional areas in business.</p>

	Autumn 1 Year 12 (LC1)	Autumn 2 Year 12 (LC2)	Spring 1 Year 12 (LC2)	Spring 2 Year 12 (LC3)	Summer 1 Year 12 (LC4)	Summer 2 Year 12 (LC4)
Topic	Teacher 1: 3.1 What is business? Teacher 2: 3.2 Managers, leadership and decision making Teacher 1: 3.3 Introduction to decision making to improve Marketing performance Teacher 2: 3.4 Introduction to decision making to improve Operational performance		Teacher 1: 3.3 Decision making to improve Marketing performance Teacher 2: 3.4 Decision making to improve Operational performance Introduction Teacher 1: 3.5 Introduction to decision making to improve Financial performance Teacher 2: 3.6 Introduction to decision making to improve Human Resource performance		Teacher 2: 3.5 Decision making to improve Financial performance Teacher 1: 3.6 Decision making to improve Human Resource performance	
Core Knowledge and skills	Teacher 1: 3.1 What is business? Business objectives, business ownership, shareholders, introduction to the external environment Teacher 1: 3.3 Decision making to improve marketing performance Marketing objectives, market research and sampling.		Teacher 1: 3.3 Decision making to improve marketing performance Interpretation of marketing data, price and income elasticity, segmentation, targeting, positioning, marketing mix, product life cycle, ecommerce Teacher 1: 3.5 Decision making to improve Financial performance Financial objectives and budgeting.		Teacher 1: 3.5 Decision making to improve Financial performance Break even analysis, profitability, cash flow, financial decision making and sources of finance.	
	Teacher 2: 3.2 Managers, leadership and decision making The role of managers, management and leadership styles, management decision making, decision trees, influences on decision making, stakeholders Teacher 2: 3.4 Decision making to improve Operational performance Operational objectives and labour productivity		Teacher 2: 3.4 Decision making to improve Operational performance Capacity utilisation, lean production, JIT (Just In Time), quality, inventory management, supply chains Teacher 2: 3.6 Decision making to improve Human Resource performance Human Resource objectives, hard and soft HRM (Human Resource Management).		Teacher 2: 3.6 Decision making to improve Human Resource performance Labour turnover, labour productivity, organisational design, human resource flow, financial and non-financial motivation, employer-employee relations, and employee representation.	

Models covered	Tannenbaum and Schmidt continuum Blake Mouton Grid Stakeholder Mapping	Product Life Cycle, Boston Matrix Capacity Utilisation and Inventory charts	Taylor, Hertzberg, Maslow
Assessment	<p>Summative: Topic 3.1 End of Topic Test at October half term (end of Autumn 1 12)</p> <p>Formative: MCQs (Multiple Choice Questions) assessment (Peer marking)</p> <p>Summative: What is Business and Leadership End of Topic Test (Learning Cycle 1) November 2021</p> <p>Formative: Management and leadership styles presentations</p>	<p>Summative: Topic 3.3 End of Topic Test at February half term (end of Spring 1 Year 12)</p> <p>Formative: Marketing campaign presentation assessment (Peer assessment)</p> <p>Summative: Operations Assessment (Learning Cycle 2) January 2022</p>	<p>Summative: Finance End of Topic Test at May half term (end of Summer 1 Year 12)</p> <p>Formative: Calculation assessment (Self-assessment)</p> <p>Formative: Calculation assessment (Peer Assessment)</p> <p>Summative: Year 12 Paper 1 and 2 (Learning Cycle 4) June 2022</p>