

Long term planning grid

In year 12 learners learn how to start and grow a business. By the end of year 12 learners should be able to articulate what decisions entrepreneurs, leaders and managers need to make to grow a successful business including managing: selecting appropriate ownership type, understanding external influences, how to grow a business, how to drive business performance through specialisation in marketing, operations, finance & human resources. Learners will develop their business literacy by selecting alternative words for money and use subject specific key terms synoptically. Business numeracy will be developed by being able to calculate Gross profit & net profit margins, break even, cashflow & budgeting. Students will develop their transferable skills of analysis by applying: Point explained with 5 connected stands of analysis in context. Evaluation skills will be mastered through practice using the AJIM framework. Answer the question, justify your answer, it depends on, most important factors.

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 12	<p>Unit 1 What is business? To understand why businesses exist. To understand the relationship between mission and objectives. To examine common business objectives. To understand why businesses set objectives. To understand the measurement and importance of profit. To understand how the external environment can affect costs and demand</p> <p>Unit 2 Managers and Leadership To understand what managers do. To be aware of types of management and leadership styles and influences on these. To understand the effectiveness of different styles of management and leadership.</p> <p>To learn about the value of decision making based on data (scientific decision making) and on intuition. To understand the use and value of decision trees in decision making. To understand the influences on decision making.</p>	<p>Unit 4 Operations To learn about the interpretation of operations data. To calculate operations data To understand the importance of capacity. To understand the importance of efficiency and labour productivity. To learn about how to increase efficiency and labour productivity. To understand the benefits and difficulties of lean production. To learn about the difficulties increasing efficiency and labour productivity. To learn about how to choose the optimal mix of resources. To learn about how to utilise capacity efficiently. To understand how to use technology to improve operational efficiency.</p>	<p>Unit 4 Operations To learn about how to utilise capacity efficiently. To understand how to use technology to improve operational efficiency.</p> <p>Unit 5 FINANCE To calculate the value of break-even analysis. To learn how to analyse profitability. To learn how to analyse timings of cash inflows and outflows. To understand the use of data for financial decision making and planning. To learn about internal and external sources of finance. To understand the advantages and disadvantages of different sources of finance for short- and long-term uses. To learn about internal and external sources of finance. To understand the advantages and disadvantages of different sources of finance for short- and long-term uses.</p>	<p>Unit 6 Human Resource Management To understand the value of setting human resource objectives. To learn about internal and external influences on human resources objectives and decisions. To calculate and interpret human resource data. To understand the use of data for human resource decision making and planning. To learn about influences on job design. To learn about influences on organisation design. To learn about influences on delegation, centralisation and decentralisation. To learn about the value of changing job and organisational design.</p> <p>Unit 3 Marketing To understand the value of setting marketing objectives. To learn about external and internal influences on marketing</p>	<p>Unit 6 Human Resource Management To understand how managing the human resource flow helps meet human resource objectives To learn about the benefits of motivated and engaged employees. To understand how to improve employee engagement and motivation. To understand the value of theories of motivation. To learn about the use of financial methods of motivation. To learn about the use of non-financial methods of motivating employees. To learn about influences on the choice and assessment of the effectiveness of financial and non-financial rewards systems</p> <p>Unit 3 Marketing To learn about the value of sampling. To understand the interpretation of marketing data.</p>	<p>Unit 6 Human Resource Management To learn about influences on the extent and methods of employee involvement in decision making. To learn about how to manage and improve employer-employee communications and relations. To understand the value of good employer-employee relations.</p> <p>Unit 3 Marketing To understand the elements of the marketing mix (7Ps) To learn about the influences on and effects of changes in the elements of the marketing mix. To learn about product decisions. To learn about pricing decisions.</p>

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<p>To learn about considering stakeholders' needs when making decisions. To learn about stakeholder needs and the possible overlap and conflict of these needs. To understand influences on the relationship with stakeholders. To learn about how to manage the relationship with different stakeholders</p> <p>End of sub topics: MCQ, FAR marked homework.</p> <p><u>End of full topic written assessments.</u></p> <p>Aim & purpose: Learners able to identify purposes/types of Business, Management Styles useful in particular to students new to the course</p> <p>Skills: Data interpretation, application of knowledge and contextual analysis</p>	<p>Unit 5 FINANCE To understand the value of setting financial objectives. To understand the distinction between cash flow and profit. To understand the distinction between gross profit, operating profit and profit for the year. To learn about revenue, costs and profit objectives. To learn about cash flow objectives. To learn about objectives for investment (capital expenditure) levels. To learn about capital structure objectives. To understand external and internal influences on financial objectives and decisions. To learn how to construct and analyse budgets and cash flow forecasts. To understand the value of budgeting. To learn how to construct and interpret break-even charts. To learn how to calculate and illustrate on a break-even chart the effects of changes in price, output and cost.</p> <p>End of sub topics: MCQ, FAR marked homework.</p> <p>Aim & purpose: Learners able to develop in depth knowledge of functional areas</p>	<p>End of sub topics: MCQ, FAR marked homework.</p> <p><u>End of full topic written assessments.</u></p> <p>Aim & purpose: Learners able to develop in depth knowledge of functional areas</p>	<p>objectives and decisions. To learn about the process and value of segmentation, targeting and positioning. To learn about the influences on choosing a target market and positioning. To learn about the value of primary and secondary marketing research.</p> <p>End of sub topics: MCQ, FAR marked homework.</p> <p>Aim & purpose: Learners able to develop in depth knowledge of functional areas</p> <p>Skills: Data interpretation, application of knowledge and</p>	<p>To understand the value of technology in gathering and analysing data for marketing decision making. To understand the interpretation of price and income elasticity of demand data. To understand the value of the concepts of price and income elasticity of demand to marketing decision makers. To learn about the use of data in marketing decision making and planning. To learn about the process and value of segmentation, targeting and positioning. To learn about the influences on choosing a target market and positioning</p> <p>End of sub topics: MCQ, FAR marked homework.</p> <p>Yr 12 Summer Assessment-Synoptic</p> <p>Aim & purpose: Learners able to develop in depth knowledge of functional areas</p>	<p>To understand decisions about the promotional mix. To learn about distribution (place) To learn about decisions relating to other elements of the marketing mix: people, process and physical element. To understand the importance of and influences on an integrated marketing mix. To understand the value of digital marketing and e-commerce</p> <p>Revision of Topics</p> <p>Further Exam Practice in preparation for full AS paper.</p> <p>This will also be used to identify gaps that need to be addressed next year</p> <p>End of sub topics: MCQ, FAR marked homework.</p> <p><u>End of full topic written assessments.</u></p> <p><u>Full AS Paper assessment- synoptic</u></p> <p>Aim & purpose: Learners able to identify purposes/types of</p>
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