

<b>Business Year 12</b>	
<b>Half term 1</b>	Students will appreciate the nature and purpose of business activity. They will understand reasons why businesses set up and the different types of business ownership. Students will understand that businesses operate within an external environment. Moving on from this students examine how a business is managed and the different types of management styles used. Finally, an overview of stakeholders in business and their interests.
<b>Half term 2</b>	Students will look at the functional area of marketing. Students will consider the following: <ul style="list-style-type: none"> <li>• 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)</li> <li>• ethical and environmental influences on marketing decisions</li> <li>• market conditions and competition</li> <li>• how marketing decisions help improve competitiveness</li> <li>• the interrelationship between marketing decisions and other functions.</li> </ul>
<b>Half term 3</b>	Students will examine the functional area of Operations. Students will consider the following: <ul style="list-style-type: none"> <li>• how developments in technology are affecting decision making and activities in operations (e.g. more online businesses, better links with customers, suppliers and inventory control)</li> <li>• ethical and environmental influences on operations decisions</li> <li>• market conditions and competition</li> <li>• how decisions in operations improve the competitiveness of a business</li> <li>• the interrelationship between operational decisions and other functions.</li> </ul>
<b>Half term 4</b>	Students will examine the functional area of HRM. Students will consider the following: <ul style="list-style-type: none"> <li>• 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)</li> <li>• ethical and environmental influences on human resources decisions</li> <li>• market conditions (including the labour market) and competition</li> <li>• how human resource decisions help improve the competitiveness of a business</li> <li>• the interrelationship between human resource decisions and other functions.</li> </ul>
<b>Half term 5</b>	Students will examine the functional area of Finance. Students will consider the following: <ul style="list-style-type: none"> <li>• how developments in technology are affecting financial decision making and activities (e.g. crowdfunding)</li> <li>• market conditions and competition</li> <li>• ethical and environmental influences on financial decisions</li> <li>• how decisions in finance improve the competitiveness of the business</li> <li>• the interrelationship between financial decisions and other functions.</li> </ul>
<b>Independent study expectations</b>	You will be set work regularly. Examples of what to expect are; past exam question, case study questions, knowledge based worksheets, reading, research of real life businesses, watch a clip/programme, produce revision style materials, revise for assessments. In addition to this you are expected to read

	around the subject, consolidate what you have studies in class and regularly revisit the content to make sure you can recall what you have learnt.
<b>By the time you finish key stage 5 you'll be...</b>	Fully equipped to appreciate the world of work. You will be ready to continue your studies of Business further, with a good appreciation of the requirements of running both a small and large business.

## Business Year 13

<b>Half term 1</b>	<p>Students will be examining the external environment to assess opportunities and threats. They will study; political and legal change, economic change, social and technological. They will also assess the competitive environment.</p> <p>Students will analyse the existing internal position of a business to assess the strengths and weaknesses using financial ratio analysis. In addition, they will assess the overall performance of the business using data other than financial statements.</p>
<b>Half term 2</b>	<p>Students will look at how businesses choose strategic direction; which markets to compete in and what products to offer. They will understand how a business might position itself in terms of the competition. Finally, an overview of how a business might compete in an international market.</p> <p>Students will continue to analyse the existing internal position of a business to assess the strengths and weaknesses. They will also study investment appraisal and will understand how a business might assess the financial returns on an investment.</p>
<b>Half term 3</b>	<p>Students will assess the usefulness of using digital technology to the business. They will also appreciate how change is managed within a business – looking at cause of change and how to manage it effectively.</p> <p>Students will assess the change in scale of a business. They will look at growth to include methods of, whilst also examining retrenchment. Innovation is considered and an understanding gained of how and why a business might innovate.</p>
<b>Half term 4</b>	<p>Students will continue to look at managing change and will understand the impact of organisational culture on change. They will finally examine how to manage a new strategy effectively, together with understanding why problems occur with strategies and why strategies fail.</p> <p>Students will sit mock exams in Papers 1, 2 and 3.</p>
<b>Half term 5</b>	Revision and preparation for the final examinations.
<b>Independent study expectations</b>	You will be set work regularly. Examples of what to expect are; past exam question, case study questions, knowledge-based worksheets, reading, research of real life businesses, watch a clip/programme, produce revision style materials, revise for assessments. In addition to this you are expected to read around the subject, consolidate what you have studies in class and regularly revisit the content to make sure you can recall what you have learnt.
<b>By the time you finish key stage 5 you'll be...</b>	Ready to study Business at degree level if you so wish! Or you will be ready to fully appreciate and understand the world of work.