

Business Department Programme of Study

| | Year 12 | Year 13 |
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| Phase 1 | <p>Theme 1 – Marketing and People</p> <p>1.1 - Meeting customer needs. The market, mass and niche markets. Market research, market positioning.</p> <p>1.2 - Market. Demand and supply. Factors leading to changes in demand and supply. The interaction of supply and demand. Price elasticity of demand, income elasticity of demand.</p> <p>1.5 - Entrepreneurs and leaders. Role of an entrepreneur. Entrepreneurial characteristics.</p> <p>1.3 - Marketing mix and strategy. Product design, design mix, social trends. Building and develop skills on 4 mark explain questions along with 8 and 10-mark essay questions – working on developed strands of evidence to build on analysis skills, also looking at counterbalance skills.</p> | <p>Theme 3 – 3.1 Review of topics</p> <p>3.2 – Business growth. Objectives of growth, benefits of EOS. Problems arising from growth. Mergers and takeovers, integration. Reasons to stay small.</p> <p>3.3 –Decision making techniques. Quantitative sales forecasting, calculating ARR, payback and NPV. Revisit Decision trees and CPA.</p> <p>3.4 –Influences on business decisions. Corporate influences and corporate culture. Handy’s culture. Shareholders V stakeholder. Conflicts between shareholders and stakeholders.</p> <p>3.5 –Assessing Competitiveness. Interpretation of financial statements. Statement of financial position, assets and liabilities.</p> |
| Phase 2 | <p>1.3 cont. Pricing strategies. Factors that determine the appropriate pricing strategy. Channels of distribution. Marketing strategies. Product life cycle, Boston matrix.</p> <p>1.4 – Managing People. Approaches to staffing. Recruitment, selection and training. Organisational structures. Motivation techniques and Motivational theorists. Leadership and management techniques.</p> <p>Theme 2 – Managing Business activities</p> <p>2.1 – Raising Finance, external finance, sources and methods.</p> | <p>3.5 cont. Ratio analysis, Gearing Ratios, ROCE. Assessing the financial performance of the business.</p> <p>3.6 – Managing change. Causes and effects of change within business. Key factors in change.</p> <p>Theme 4 – Global Business. 4.1 Globalisation. Growing economies, emerging markets. Indicators for growth, HDI, Literacy, GDP. International trade and business growth. Protectionism policies, tariffs, quotas, subsidies. Trade Blocs, trade agreements.</p> |
| Phase 3 | <p>2.1 cont.. Liability, limited and unlimited liability.</p> <p>2.2 – Financial planning. Sales forecasting, Sales revenue and costs calculations. Break-even, budgets, types and uses.</p> <p>2.3- Managing finance. Calculation of profit margins, GPM, OPM, NPM, Liquidity calculations.</p> <p>2.4 – Resource management. Methods of production, capacity utilisation. Stock control systems and quality management systems. Revision, trial exams. Theme 1 – embed knowledge of topics. Building essay skills -focus on 20-mark essay questions</p> <p>2.5 – External influences. Economic Influences. Legislations. The competitive environment, competition and market size.</p> | <p>4.2- Global market and business expansion. Conditions that prompt trade. Assessment of a country as a market. Assessment of a country as a production location. Global Competitiveness.</p> <p>4.3 Global Marketing. Global niche markets, cultural and social factors.</p> <p>4.4 – Global industries and companies. Impacts on MNCs on host countries, standards of living, ethics, controlling MNCs’.</p> <p>Paper 3 – New research theme is released each year. Theory and research must be applied to all questions in the exam papers, case study is provided in the exam, but wider reading is promoted by the exam board to enhance application marks.</p> |
| Phase 4 | <p>Theme 3 –Business decisions and strategy.</p> <p>3.3 – Decision -making techniques, Critical Path analysis and Decision trees.</p> <p>3.1 Business objectives and strategy. Corporate objectives, departmental and functional objectives. Theories of corporate strategy, Ansoff Matrix, Porters strategic matrix, SWOT analysis, PESTLE factors.</p> <p>ICE – Business Podcast review and presentation. Edexcel, Be the future competition</p> <p>Careers research.</p> | <p>Revision for Summer exams.</p> <p>Exam questions in timed conditions</p> <p>Building on chains of analysis and evaluation skills</p> <p>Building application to the case study</p> <p>Revision of financial calculations</p> <p>Structures of 4, 8 10, 12- and 20-mark questions.</p> |
| | | STUDY LEAVE |