

Business Department Programme of Study

	Year 12	Year 13
Phase 1	<p>Teacher 1 – Unit 3.1 What is Business? Managing marketing and finance. 3.1.1 Business and Objectives. Entrepreneurs, reasons for setting up in business, financial and non-financial aims, characteristics of entrepreneurs. Business planning and decisions, importance of business plans, risks and rewards. Business objectives, purpose and value of setting objectives. 3.1.2 Forms of Business. Forms of Business, sole traders, partnerships, Ltd and Plc.</p> <p>Teacher 2 – Unit 3.2 Managing people and operations. 3.2.1 People management. Human Resources Objectives, Human Resources data, organisational design, Leadership, developing people.</p>	<p>Teacher 1 – 3.3.1 Business and Society. Sustainability, Waste reduction, social sustainability, economic sustainability, the challenges of implementing sustainability, purpose and value of using a Triple Bottom Line Framework, People, Planet and Profit). Corporate Social Responsibility. Environment, Social and Governance.</p> <p>Teacher 2 –3.3.3 Strategy. Strategy and planning, influences on strategy, Teacher 2 – Strategy and planning, influences on strategy, Selecting a strategy, Implementation of Strategic decisions, strategic investment decisions,</p>
Phase 2	<p>Teacher 1 – 3.1.2 Stakeholders, internal and external. 3.1.3 Marketing Management. Identifying and understanding customer needs, value of market research, value of market mapping. Marketing and marketing data. Demand, influences on demand, PED and YED. Target market, value of market segmentation.</p> <p>Teacher 2 – 3.2.1 Motivation, theories of motivation, financial and non-financial rewards. Employer and Employee well-being, Employer and Employee relations, trade unions, collective representation. Ethics in HR.</p>	<p>Teacher 1 Revision for Trials. 3.3.2 Business and the external environment. Competitive environment, Porter’s five forces, responding to changes. Political and Legal environment, Trade agreements, protectionism, consumer protection, employee protection, environmental protection.</p> <p>Teacher 2 3.3.3 Strategy. Business Growth, reasons for growth, organic and inorganic growth, retrenchment strategy. Global strategy joint ventures, production bases. Digital strategy and impacts of digital strategy. Internal and external reasons for change, Risk and uncertainty. Types of risk, financial risk, operational risk, cybersecurity risk.</p>
Phase 3	<p>Teacher 1 – 3.1.3 Marketing Management. Marketing objectives and planning. Marketing Mix, Product, product lifecycle, Price, influences on pricing strategy, Place, distribution channels, Promotion, promotional methods and value of methods used. Digital Technology and Marketing. International marketing. Ethical issues in marketing.</p> <p>Teacher 2 – 3.2.2 Operations management. Managing Operations, Operations data, Efficiency, Quality, Environmental impacts of operations, Matching output to demand. Supply chain management, Inventory management.</p>	<p>3.3.2 Business and the external environment. Economic environment, GDP, inflation, taxation, unemployment. Social Environment, demographics, consumer values. Technological change, uses of AI, how businesses respond to changes.</p> <p>Teacher 2 3.3.4 Change Ways to managing risk, succession planning, investment and training, conducting market research. Ways to manage uncertainty, scenario planning, transformational leadership.</p>
Phase 4	<p>Teacher 1 – 3.1.4 Financial Management Managing Finance, Sources of finance, Breakeven, Profit, Budget setting, Cash Flow, Liquidity, Financial reporting, assessing a financial position and performance. Ethics in finance.</p> <p>Teacher 2 – 3.2.2 Operations management. Innovation, Project Management, Scale of operations, Impact of Technology, Ethics in operations. 3.2.3 Managing business culture. Business values and culture.</p>	<p>Teacher 1 and 2 – Revision from previous topics for final year exams.</p> <p style="text-align: center; background-color: #fce4d6;">STUDY LEAVE</p>