

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

	Year	Overview of Content	Purpose
KS5	12	<b>3.1 What is business?</b>	<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 people in business.</p>
		<b>3.2 Managers, leadership and decision making</b>	
		<b>3.3 Marketing Management</b>	
		<b>3.4 Operation Management</b>	
		<b>3.5 Financial Management</b>	
		<b>3.6 Human Resource Management</b>	

	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)
<b>Topic</b>	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	

<b>Core Knowledge and skills</b>	<p><b>Teacher 1: 3.1 What is business?</b> Business objectives, business ownership, shareholders, introduction to the external environment</p> <p><b>Teacher 1: 3.3 Decision making to improve marketing performance</b> Marketing objectives, market research and sampling.</p>	<p><b>Teacher 1: 3.3 Decision making to improve marketing performance</b> Interpretation of marketing data, price and income elasticity, segmentation, targeting, positioning, marketing mix, product life cycle, ecommerce</p> <p><b>Teacher 1: 3.5 Decision making to improve Financial performance</b> Financial objectives and budgeting.</p>	<p><b>Teacher 1: 3.5 Decision making to improve Financial performance</b> Break even analysis, profitability, cash flow, financial decision making and sources of finance.</p>
	<p><b>Teacher 2: 3.2 Managers, leadership and decision making</b> The role of managers, management and leadership styles, management decision making, decision trees, influences on decision making, stakeholders</p> <p><b>Teacher 2: 3.4 Decision making to improve Operational performance</b> Operational objectives and labour productivity</p>	<p><b>Teacher 2: 3.4 Decision making to improve Operational performance</b> Capacity utilisation, lean production, JIT, quality, inventory management, supply chains</p> <p><b>Teacher 2: 3.6 Decision making to improve Human Resource performance</b> Human Resource objectives, hard and soft HRM.</p>	<p><b>Teacher 2: 3.6 Decision making to improve Human Resource performance</b> Labour turnover, labour productivity, organisational design, human resource flow, financial and non-financial motivation, employer-employee relations and employee representation.</p>
<b>Models covered</b>	Tannenbaum and Schmidt continuum Stakeholder Mapping, Scientific Decision Making, Decision Trees	Product Life Cycle, Boston Matrix, Price and Income Elasticity of Demand, STP model, Market Mapping, 7P's Marketing, Boston Matrix, Product Life Cycle, Capacity Utilisation and Inventory Charts	Taylor, Hertzberg, Maslow
<b>Assessment</b>	<p><b>Summative:</b> Topic 3.1 End of Topic Test at October half term (end of Autumn 1 12)</p> <p><b>Formative:</b> MCQs assessment (Peer marking)</p> <p><b>Summative:</b> What is Business and Leadership End of Topic Test (Learning Cycle 1) November 2024</p> <p><b>Formative:</b> Management and leadership styles presentation.</p>	<p><b>Formative:</b> Marketing campaign presentation assessment (Peer assessment)</p> <p><b>Summative:</b> Operations Assessment (Learning Cycle 2) January 2025</p> <p><b>Summative:</b> Topic 3.3 End of Topic Test at February half term (end of Spring 1 Year 12) March 2025</p>	<p><b>Summative:</b> Finance End of Topic Test at May half term (end of Summer 1 Year 12)</p> <p><b>Formative:</b> Calculation assessment (Self-assessment)</p> <p><b>Formative:</b> Calculation assessment (Peer Assessment)</p> <p><b>Summative:</b> Year 12 Paper 1 and 2 Mock exams (Learning Cycle 4) June 2025</p>

