



AS level BUSINESS Plans for Year 12 Curriculum

Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 12	<p><u>What is business?</u> Understanding the nature and purpose of business</p> <p>Understanding different business forms</p> <p>Understanding that businesses operate within an external environment</p> <p><u>Decision making to improve operational performance</u></p> <p>Setting operational objectives</p> <p>Analysing operational performance</p> <p>Making operational decisions to improve performance: improving quality</p>	<p>Making operational decisions to improve performance: improving quality</p> <p>Making operational decisions to improve performance: managing inventory and supply chains</p>	<p><u>Managers, leadership and decision making</u></p> <p>Understanding management, leadership and decision making</p> <p>Understanding management decision making</p> <p>Understanding management decision making</p> <p>Understanding the role and importance of stakeholders</p>	<p><u>Decision making to improve financial performance</u></p> <p>Setting financial objectives</p> <p>Making financial decisions: improving cash flow and profits</p> <p><u>Decision making to improve human resource Performance</u></p> <p>Analysing human resource performance</p> <p>Making human resource decisions:</p>	<p><u>Year 12 Business Project</u> Book Review Company research Business model project</p> <p><u>Year 13 Syllabus</u></p> <p><u>Analysing the strategic position of a business</u></p> <p>Mission, corporate objectives and strategy</p> <p>Analysing the existing internal position of a business to assess strengths and weaknesses:</p>	<p><u>Strategic positioning: choosing how to compete</u></p>



	<p>Making operational decisions to improve performance: managing inventory and supply chains</p>		<p><u>6 Decision making to improve marketing performance</u> <u>Performance</u> Setting marketing objectives</p> <p>Understanding markets and customers</p> <p>Making marketing decisions: segmentation, targeting, positioning</p> <p>Making marketing decisions: using the marketing mix</p>	<p>improving motivation and engagement</p> <p>Making human resource decisions: improving employer-employee relations</p>	<p>financial ratio analysis</p>	
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A 'Level Business Plans for Year 13 Curriculum 2020-2021

Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 13	<p>Analysing the external environment to assess opportunities and threats: economic change</p> <p>Analysing the external environment to assess opportunities and threats: social and technological</p> <p>Analysing the external environment to assess opportunities and threats: the competitive environment</p>	<p>Analysing strategic options: investment appraisal</p> <p>Strategic methods: how to pursue strategies</p> <p>Assessing a change in scale</p> <p>Assessing Innovation</p> <p>Managing organisational culture</p> <p>Managing strategic implementation</p> <p>Assessing internationalisation</p> <p>Content</p>	<p>Assessing greater use of digital technology</p> <p>Problems with strategy and why strategies fail</p> <p>Mock Exams</p> <p>Revision</p>	Revision		