

Year	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
7						
8						
9						
10	<p>Business in the real world</p> <p>The purpose of business activity, the role of business enterprise and entrepreneurship, and the dynamic nature of business.</p> <p>Students need to be aware of the impact business in the real world has on the four functional areas of business:</p> <ul style="list-style-type: none"> • Business Operations • Human Resources • Marketing • finance. 	<p>Business in the real world</p> <p>The purpose of business activity, the role of business enterprise and entrepreneurship, and the dynamic nature of business.</p> <p>Students need to be aware of the impact business in the real world has on the four functional areas of business:</p> <ul style="list-style-type: none"> • Business Operations • Human Resources • Marketing • finance. 	<p>Business in the real world</p> <p>External influences</p> <p>Business Operation</p> <p>What business operations involve, their role within the production of goods and the provision of services, and how they influence business activity.</p> <p>Students will study aspects of</p> <ul style="list-style-type: none"> • Production Processes • The role of procurement • The concept of quality 	<p>Business operations</p> <p>Human resources</p> <p>The purpose of human resources, its role within business and how it influences business activity.</p> <p>Students will study aspects of:</p> <ul style="list-style-type: none"> • Organisational structure • Recruitment and selection of employees 	<p>Business operations</p> <p>Human Resources</p>	<p>Business operations</p> <p>Human Resources</p> <p>Marketing</p> <p>Students should understand the interdependent nature of business operations, human resources, marketing and finance.</p> <p>Students should be able to give examples of how business objectives would be split into functional plans with clear links throughout.</p> <p>The purpose of marketing, its role within business and how it influences business activity.</p>

	<p>The section covers</p> <ul style="list-style-type: none"> • The purpose and nature of business • Business ownership • Setting business aims and objectives • Stakeholders • Location • Expanding a business • Business planning <p>External Influences</p> <p>The importance of external influences on business and how businesses change in response to these influences</p> <p>Students will study aspects of</p> <ul style="list-style-type: none"> • Technology • Ethical and environmental considerations • The economic climate • Globalisation • Legislation 	<p>The section covers</p> <ul style="list-style-type: none"> • The purpose and nature of business • Business ownership • Setting business aims and objectives • Stakeholders • Location • Expanding a business • Business planning <p>External Influences</p> <p>The importance of external influences on business and how businesses change in response to these influences</p> <p>Students will study aspects of</p> <ul style="list-style-type: none"> • Technology • Ethical and environmental considerations • The economic climate • Globalisation • Legislation 	<ul style="list-style-type: none"> • Good customer services 			<p>Identifying and understanding customers</p>
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Marketing

- Segmentation
- The purpose and methods of market research
- The elements of the marketing mix

Finance

- Sources of finance
- Cash flow
- Financial terms and calculations

Finance

- Financial terms and calculations
- Analysing the financial performance of a business

Marketing

- The elements of the marketing mix.

Marketing

- The elements of the marketing mix

Finance

- Analysing the financial performance of a business
- Students should understand the importance of financial statements for assessing business performance and helping make business decisions
- Identify the main components of the income statement and the statement of financial position
- Understand the difference between assets and liabilities and that the statement of financial position is a snapshot in time
- Make judgements on the performance of a business through the interpretation of the information contained in income statements
- Consider current performance, performance against previous years, performance against competitors and performance from the

Revision and planning for GCSE examination

- Use of past papers
- Exam technique
- Revision and recall of theory

			<p>perspective of a range of stakeholders</p> <ul style="list-style-type: none"> • Calculate gross profit margin and net profit margin to help assess financial performance. 			
12	<p>What is a Business?</p> <ul style="list-style-type: none"> • Understanding the nature and purpose of business • Understanding different business forms 	<p>What is a Business?</p> <ul style="list-style-type: none"> • Understanding that businesses operate within an external environment <p>Managers, Leadership and decision making</p> <ul style="list-style-type: none"> • Understanding management, leadership and decision making • Understanding management decision making 	<p>Managers, Leadership and decision making</p> <ul style="list-style-type: none"> • Understanding management decision making • Understanding the role and importance of stakeholders • Understanding the role and importance of stakeholders 	<p>Marketing</p> <ul style="list-style-type: none"> • Setting marketing objectives <p>Understanding markets and customers</p> <ul style="list-style-type: none"> • Decision making to improve marketing performance • Making marketing decisions: segmentation, targeting, positioning • Making marketing decisions: using the marketing mix <p>Operational planning</p> <ul style="list-style-type: none"> • Analysing operational performance • Making operational decisions to improve performance: increasing efficiency and productivity • Making operational decisions to improve performance: improving quality 	<p>Finance</p> <ul style="list-style-type: none"> • Setting financial objectives • Analysing financial performance • Making financial decisions: sources of finance • Making financial decisions: improving cash flow and profits <p>Human Resources Planning</p> <ul style="list-style-type: none"> • Setting human resource objectives • Analysing human resource performance • Analysing human resource performance • Making human resource decisions: improving organisational design and managing the human resource flow 	<p>A2 starts.</p> <p>Analysing the strategic position of a Business</p> <ul style="list-style-type: none"> • Mission, corporate objectives and strategy • Analysing the existing internal position of a business to assess strengths and weaknesses: financial ratio analysis • Analysing the existing internal position of a business to assess strengths and weaknesses: overall performance • Analysing the external environment to assess opportunities and threats: political and legal change • Analysing the external environment to assess opportunities and threats: economic change • Analysing the external environment to assess opportunities and

				<ul style="list-style-type: none"> • Making operational decisions to improve performance: managing inventory and supply chains 	<ul style="list-style-type: none"> • Making human resource decisions: improving motivation and engagement • Making human resource decisions: improving employer-employee relations 	<p>threats: social and technological</p>
13	<p>Analysing the strategic position of a Business</p> <ul style="list-style-type: none"> • Analysing the external environment to assess opportunities and threats: the competitive environment • Analysing strategic options: investment appraisal <p>Choosing strategic Direction</p> <ul style="list-style-type: none"> • Strategic direction: choosing which markets to compete in and what products to offer 	<p>Choosing strategic Direction</p> <ul style="list-style-type: none"> • Strategic direction: choosing which markets to compete in and what products to offer • Strategic positioning: choosing how to compete <p>How to pursue strategies.</p> <ul style="list-style-type: none"> • Assessing a change in scale • Assessing innovation 	<p>How to pursue strategies</p> <ul style="list-style-type: none"> • Assessing innovation • Assessing internationalisation • Assessing greater use of digital technology. 	<p>Managing strategic change</p> <ul style="list-style-type: none"> • Managing change • Managing organisational culture • Managing strategic implementation • Problems with strategy and why strategies fail 	<p>Revision and exam preparation</p> <ul style="list-style-type: none"> • Use of past papers • Exam technique • Revision and recall of theory 	