



Year 12 Business Studies Curriculum Overview

Rationale:

Business Studies A Level is an exciting multidisciplinary subject focusing on institutions and problems of the business world. The curriculum is designed for students who have aspirations for a career in Accountancy, Marketing, Human Resources or Management. The subject content is designed to engage students through topics and issues that are relevant in today's society, through key contemporary developments such as digital technology, business ethics and globalisation topics.

Term/Length of Time	Outline Brief information about specific knowledge, skills and experiences the students will have	Assessment/Teacher Feedback Opportunities This should link to your G4Smarmbook	Homework and Literacy resources This needs to include compulsory and optional tasks Should include books as well as vocab/speaking/listening resources. These can either be optional or part of your SL.
Autumn	<p>Topic 1.1 Meeting customer needs/1.2 The market This introduces students to marketing, following through concepts such as what is marketing, how businesses conduct market research, and how they position themselves within a market. This is then developed with economic understanding, linking to elasticity of demand, income elasticity, and the impact of supply and demand.</p>	<p>Numeracy assessment to assess student numeracy ability.</p> <p>Introduction of 4 and 10 marker questions and key terms for 1.1/1.2</p> <p>Topic 1.1 Meeting customer needs/1.2 The market. End of Topic assessment – 4 and 10 markers.</p> <p>Practice calculations, demand & supply diagrams and essay style questions Skills; analytical, application, literacy, quantitative skills</p>	<p>Minimum homework expectation - to be set on G4S Students need to learn definitions and complete chains of argument for each sub topic. Also complete practice exam questions from the Topic 1.1 Meeting customer needs/1.2 The market booklets. See portal for booklets.</p> <p>Optional homework tasks and Literacy resources 1.1 Gap tasks - 1.1 Market size, 1.1 Spotify, 1.1.3 Value added 1.2.3 PS4, 1.2.4 newspaper elasticity, 1.2.4 Lime shortage Wider reading; access daily news articles from the BBC website https://www.bbc.co.uk/news Subscribe to Taking the biz, view Theme 1.1/1.2 Edexcel videos; https://www.youtube.com/@TakingTheBiz Subscribe to the 'Business Review' journal, lots of practice questions on topical case studies - https://www.hoddereducation.co.uk Register with Tutor2u - https://www.tutor2u.net/business Tutor2u provides very useful support videos on each sub topics.</p>
Autumn	<p>Topic 2.1 Raising finance/2.2 Financial planning</p>	<p>Introduction of 4 and 10 marker questions and key terms for Topic 2.1 Raising</p>	<p>Minimum homework expectation - to be set on G4S</p>

	<p>Students learn the fundamentals of finance, from the different sources of finance within a business, to how businesses plan their finances; covering areas such as business plans, sales forecasting, cash flow forecasting and another essential knowledge such as break even.</p>	<p>finance/2.2 Financial planning</p> <p>2.1/2.2 End of Topic assessment – 4 and 10 markers.</p> <p>Calculations and essay style questions</p> <p>Skills; analytical, application, literacy, quantitative skills</p>	<p>Students need to learn definitions and complete chains of argument for each sub topic. Also complete practice exam questions from the Topic 2.1 Raising finance/2.2 Financial planning booklets. See portal for booklets.</p> <p>Optional homework tasks and Literacy resources</p> <p>Wider reading; access daily news articles from the BBC website https://www.bbc.co.uk/news</p> <p>Subscribe to Taking the biz, view Theme 2.1/2.2 Edexcel videos; https://www.youtube.com/@TakingTheBiz</p> <p>Subscribe to the 'Business Review' journal, lots of practice questions on topical case studies - https://www.hoddereducation.co.uk</p> <p>Register with Tutor2u - https://www.tutor2u.net/business</p> <p>Tutor2u provides very useful support videos on each sub topics 2.1/2.2</p>
Spring	<p>Topics 1.3 Marketing mix and strategy/1.4 Managing people</p> <p>This topic focuses on marketing; how a business designs their products, and promote them. This follows into other areas of the marketing mix, such as pricing and distribution. Topic 1.4 focuses on how businesses themselves are organised, with regard to employees and organisational structures.</p>	<p>Introduction to 12 and 20 marker for Topics 1.3 Marketing mix and strategy/1.4 Managing people.</p> <p>Topics 1.3 Marketing mix and strategy/1.4 Managing people. End of topic assessments. Including 12 and 20 markers</p> <p>Feb mock paper – half theme 1</p> <p>Skills; analytical, application, literacy, quantitative skills</p>	<p>Minimum homework expectation - to be set on G4S</p> <p>Students need to learn definitions and complete chains of argument for each sub topic. Also complete practice exam questions from the Topics 1.3 Marketing mix and strategy/1.4 Managing people booklets. See portal for booklets.</p> <p>Optional homework tasks and Literacy resources</p> <p>1.3 Gap tasks - 1.3 Brand positioning, 1.3 Competitive, 1.3 ASOS, 1.4 High Five Sports Direct, 1.4.5 Sharp practice</p> <p>Wider reading; access daily news articles from the BBC website https://www.bbc.co.uk/news</p> <p>Subscribe to Taking the biz, view Theme 1.3/1.4 Edexcel videos; https://www.youtube.com/@TakingTheBiz</p> <p>Subscribe to the 'Business Review' journal, lots of practice questions on topical case studies - https://www.hoddereducation.co.uk</p> <p>Register with Tutor2u - https://www.tutor2u.net/business</p> <p>Tutor2u provides very useful support videos on each sub topics.</p>

Spring	<p>Topics 2.3 Managing finance and 2.4 Resource management</p> <p>Students develop this knowledge with understanding of how businesses manage their finances and resources, understanding core elements such as profitability, liquidity and productivity.</p>	<p>Introduction to 12 and 20 marker for Topics 2.3 Managing finance and 2.4 Resource management.</p> <p>Topics 2.3 Managing finance and 2.4 Resource management End of topic assessments. Including 12 and 20 markers. Feb mock paper – half theme 2.</p> <p>Skills; analytical, application, literacy, quantitative skills</p>	<p>Minimum homework expectation - to be set on G4S</p> <p>Students need to learn definitions and complete chains of argument for each sub topic. Also complete practice exam questions from the Topics 2.3 Managing finance and 2.4 Resource management booklets. See portal for booklets.</p> <p>Optional homework tasks and Literacy resources</p> <p>Wider reading; access daily news articles from the BBC website https://www.bbc.co.uk/news</p> <p>Subscribe to Taking the biz, view Theme 2.3/2.4 Edexcel videos; https://www.youtube.com/@TakingTheBiz</p> <p>Subscribe to the 'Business Review' journal, lots of practice questions on topical case studies - https://www.hoddereducation.co.uk</p> <p>Register with Tutor2u - https://www.tutor2u.net/business</p> <p>Tutor2u provides very useful support videos on each sub topics 2.3/2.4</p>
Summer	<p>Topic 1.5 Entrepreneurs and leaders</p> <p>This topic looks at the different ways that businesses are structures and entrepreneurial motives. Focusing on entrepreneurs and forms of ownership. Further to this, students are given time to practise exam technique and develop this essential skill.</p>	<p>1.4 Managing people - End of topic assessment Introduction to 8 marker Progression exam – half theme 1 Skills; analytical, application, literacy, quantitative skills</p>	<p>Minimum homework expectation - to be set on G4S</p> <p>Students need to learn definitions and complete chains of argument for each sub topic. Also complete practice exam questions from Topic 1.5 Entrepreneurs and leaders booklet. See portal for booklets.</p> <p>Optional homework tasks and Literacy resources</p> <p>1.5 Gap tasks; Entrepreneurship, Jack Wills, The artist as entrepreneurs, India's high profile entrepreneurs, Alison - social enterprise, Twitch, Lake</p> <p>Wider reading; access daily news articles from the BBC website https://www.bbc.co.uk/news</p> <p>Subscribe to Taking the biz, view Theme 1.1/1.2 Edexcel videos; https://www.youtube.com/@TakingTheBiz</p>

			<p>Subscribe to the 'Business Review' journal, lots of practice questions on topical case studies - https://www.hoddereducation.co.uk</p> <p>Register with Tutor2u - https://www.tutor2u.net/business</p> <p>Tutor2u provides very useful support videos on each sub topics.</p>
Summer	<p>Topic 2.5 External influences</p> <p>Students focus their knowledge on the external environment, understanding how the external environment impacts businesses, from economic factors, to social influences, as well as other external impacts. We also use this time to help students apply their knowledge to exam technique.</p> <p>Skills; analytical, application, literacy, quantitative skills</p>	<p>End of Topic 2.5 External influences assessment.</p> <p>Progression exam – half theme 2.</p> <p>Skills; analytical, application, literacy, quantitative skills</p>	<p>Minimum homework expectation - to be set on G4S</p> <p>Students need to learn definitions and complete chains of argument for each sub topic. Also complete practice exam questions from the Topic 2.5 External influences booklet.. See portal for booklets.</p> <p>Optional homework tasks and Literacy resources</p> <p>Wider reading; access daily news articles from the BBC website https://www.bbc.co.uk/news</p> <p>Subscribe to Taking the biz, view Theme 2.5 Edexcel videos; https://www.youtube.com/@TakingTheBiz</p> <p>Subscribe to the 'Business Review' journal, lots of practice questions on topical case studies - https://www.hoddereducation.co.uk</p> <p>Register with Tutor2u - https://www.tutor2u.net/business</p> <p>Tutor2u provides very useful support videos on each sub topics; 2.5.</p>