

## The progressive, inclusive curriculum 'skills, knowledge and concepts: literacy, life skills and enrichment'

The state of the s	Sept 2021-22 CURRICULUM MAP – AQA A LEVEL Year 12							
AUTUMN TERM (15 WEEKS)	ADVANCED STAGE	SPRING TERM (12 WEEKS)	ADVANCED STAGE	SUMMER TERM (13 WEEKS)	ADVANCED STAGE			
3.1 WHAT IS BUSINESS?  o Business Objectives o Mission Statements o Variable and Fixed Costs o Limited and Unlimited Liability o Different Forms of Business o Private and Public Sector Organisations o Shares, Share Prices and Market Capitalisation o Revenue and Demand 3.2 MANAGEMENT, LEADERSHIP AND DECISION MAKING o Roles of Managers o Tannenbaum Schmidt Continuum (Key Model) o Blake Mouton Managerial Grid (Key Model) o Effectiveness of Different Styles of Management and Leadership o Scientific Decision Making o Risks, Rewards, Uncertainty and Opportunity Cost o Decision Trees o Influences on Decision Making o Role and Importance of Stakeholders o Stakeholder Mapping (Key Model) o E-commerce	Units (1/2) Application of theories to the real world, through examination questions. Use of financial times & Business week.  Feedforward Evaluation of homework, workbooks and classwork  Enrichment/life and work skills Group work/collaboration Research skills Reading FT/ Business weekly articles set on MS TEAMS and Ceotalk Podcasts available free to listen  Content skills- Retaining Long term memory Numeracy skills Application of context Analysis Knowledge/ real life case study analysis Quantitative tests- Use of Tutor2U knowledge blasts PECAN focus and PIE-feedforward  Pre assessment- Practicing exam questions (Paper 1) Practicing MCQ Questions (Paper 1) Mini end of unit tests Knowledge and application are the focus  Assessments:  Half termly test up to 3.1.2 December Mocks up to 3.2.6	MARKETING PERFORMANCE  o Marketing Objectives o Internal & External Influences on Marketing Objectives o Marketing Research - Secondary o Marketing Research - Primary o Marketing Research - Primary o Marketing Research - Quantitative and Qualitative o Marketing Research - Sampling o Market Size, Growth and Market Share o Positive and Negative Correlation o Confidence Intervals o Extrapolation o Price Elasticity of Demand o Income Elasticity of Demand o Use of Data in Marketing Decision Making o Technology and Marketing Decision Making o Market Mapping (Key Model) o Market Segmentation o Niche and Mass Markets o Extended Marketing Mix - 7p's (Key Model) o Consumer Goods and Industrial Goods o Boston Matrix (Key Model) o Product Life Cycle (Key Model) o Influences on and Value of New Product Development o Penetration Pricing o Price Skimming o Branding o Promotional Decisions o Multichannel Distribution o Digital Marketing  3.4 DECISION MAKING TO IMPROVE OPERATIONAL PERFORMANCE o Operational Objectives o Labour Productivity o Unit Costs o Economies of Scale o Diseconomies of Productivity o Lean Production o Operations Resource Mix o Capital and Labour Intensive Processes o Technology and Operational Efficiency o Quality o Flexible Operations / Mass Customisation o Outsourcing o Producing to Order o Inventory Management o Inventory Control Charts o Suppliers & Supply Chain	Units (3/4) Deeper question and theory analysis, applying to the events. Developing theory and questioning the assumptions to the models. How to illustrate economic growth and understanding the decision's made to improve company performance.  Feedforward  Evaluation of homework, workbooks and classwork. Use end of term results to add context and application to topics learned.  Enrichment/life and work skills  Group work/collaboration Research skills  Recognising real world impact on their life as a consumer and future employee and economic agents. Irrationality and decision making. Reading FT/ Business weekly articles set on MS TEAMS and CEO cast Podcasts available free to listen  Content skills-  Retaining Long term memory  Numeracy skills  Application of context  Analysis  Knowledge/ real life case study analysis  Quantitative tests-  Use of Tutor2U knowledge blasts  PECAN focus and PIE-feedforward  Pre assessment-  Practicing exam questions (Paper 1 & 2)  Practicing MCQ Questions (Paper 1)  Mini end of unit tests  Knowledge and application are the focus  Assessments:  January assessment Paper 1 (Will be catered towards the topics learnt)	3.5 DECISION MAKING TO IMPROVE FINANCIAL PERFORMANCE  o Financial Objectives o Internal & External Influences on Financial Objectives o Profit and Profitability o Cash Flow Objectives o Capital Structure o Budgets and Budgeting o Variance Analysis o Break-even Analysis o Ratio Analysis - Gross Profit & Gross Margin o Ratio Analysis - Operating Profit & Operating Margin o Payables o Receivables o Sources of Finance - Debt Factoring o Sources of Finance - Bank Overdrafts o Sources of Finance - Bank Coans o Sources of Finance - Share Capital o Sources of Finance - Venture Capital o Methods of Improving Cash Flow o Methods of Improving Profitability 3.6 DECISION MAKING TO IMPROVE HUMAN RESOURCE PERFORMANCE o Human Resource Objectives o Internal & External Influences on Human Resource Objectives o Soft & Hard HRM o Labour Turnover o Labour Productivity o Job Design - Hackman and Oldham (Key Model) o Flexible Working o Organisational Design - Delegation o Organisational Design - Delegation o Organisational Design - Centralisation & Decentralisation o Human Resource Flow o Motivation Theories - Taylor o Motivation Theories - Herzberg o Financial Methods of Motivation o Employer - Employee Relations	Units (5/6) Feedforward  Evaluation of homework, workbooks and classwork. Use January mock (Paper 1) results to add context and application to topics learned. Advance case studies and exam technique frequently.  Enrichment/life and work skills Group work/collaboration Research skills Creating revision resources Recognising real world impact on their life as a consumer and future employee  Content skills Retaining Long term memory Numeracy skills Application of context Analysis Knowledge/ real life case study analysis Quantitative tests Use of Tutor2U knowledge blasts PECAN focus and PIE-feedforward  Pre assessment Practicing exam questions (Paper 1 & 2) Practicing MCQ Questions (Paper 1) Mini end of unit tests Knowledge and application are the focus  Assessments: Half Term test (Through topics 1/4) End of term Paper 1 and 2 with MCQ's. This will once again be catered to the topics taught. (Questions will be from Topic 1/6 only)			



Decisions o Sensitivity Analysis

## The progressive, inclusive curriculum 'skills, knowledge and concepts: literacy, life skills and enrichment'

## Sept 2021-22 CURRICULUM MAP – AQA A LEVEL Year 13

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<ul> <li>Behaviour o Growth of Online Businesses o Corporate Social Responsibility (CSR)</li> <li>Mini end of unit tests</li> <li>Knowledge, analysis, application &amp; evaluation are the focus</li> <li>O Exchnological Change and Strategy o Porter's Five Forces (Key Model)</li> <li>O Investment Appraisal - Average Rate of Return (ARR)</li> <li>O Investment Appraisal - Net Present Value (NPV)</li> <li>International Strategy (Key Model)</li> <li>O Digital Technology - Big Data</li> <li>O Digital Technology - Data Mining o Digital Technology - Data Mining o Digital Technology - Enterprise</li> <li>Resource Planning</li> <li>O Value of Digital Technology &amp; Pressure</li> <li>O Value of Digital Technology &amp; Pressure</li> <li>O Value of Digital Technology on the Four Four Four Four Four Four Four Four</li></ul>				Contract of Contract y Mocks		
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o Investment Appraisal - Net Present Value (NPV)						
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	o Factors Influencing Investment					