

## Business Studies A level Curriculum

	Autumn Term	Spring Term	Summer Term
Y12	<p><b>What is business?</b> Costs &amp; revenues, profits, business structures, shareholders</p> <p><b>Managers &amp; Leaders</b> models, decision making, risk vs reward, opportunity costs, decision trees, stakeholder perspectives / communications</p> <p><b>Marketing</b> primary &amp; secondary research, analysing market data, sampling, extrapolation/ correlation, technology, Market Mapping, Market Mix, influences on marketing objectives</p>	<p><b>Operational Performance</b> Unit costs, capacity, Labour vs capital, productivity, technology, quality, managing quality, suppliers, flexibility, inventory control, influences on operational objectives</p> <p><b>Financial Performance</b> break-even, cash-flow forecasting, working capital, budgeting, variance analysis, sources of finance, improving cash flow, analysing profitability, making financial decisions, internal and external influences on financial objectives</p>	<p><b>Pre-Public Examination Revision and Exam week</b></p> <p><b>HR Performance</b> analysing human resource management performance, organisational design, human resource flow, motivational theories, job design, employer / employee relations, internal and external influences on HR objectives</p> <p>Introduction to <b>balance sheets</b> and income statements</p>
Y13	<p><b>Analysing Strategy</b> SWOT, Balance Sheets, assessing financial performance, non-financial data, labour market &amp; environment laws, Macroeconomics, international trade, corporate social responsibility</p> <p><b>Strategic Direction</b> Ansoff's Matrix, Porter's Generic Strategies, Bowman's Strategic Clock, Positioning Strategy</p> <p><b>Strategic Methods</b> growth &amp; retrenchment, mergers &amp; takeovers, franchising, economies &amp; diseconomies of scale, Greiner's Growth Model, impact of growth &amp; retrenchment, kaizen, intrapreneurship protecting innovation &amp; intellectual property</p>	<p>International Trade, off-shoring / re-shoring, impact of internationalisation, digital technology, ecommerce, data, impact of technology</p> <p><b>Managing Strategic Change</b>, Lewin's Force Field Analysis, Flexible Organisations, Value of Managing Information and Knowledge, Culture, Influences on culture, changing culture, strategic implementation, role of leadership, importance of organisational structure, Control Path Analysis, Why strategies fail, contingency planning, planned and emergent strategy, strategic drift</p> <p><b>Revision and Exam Preparation</b></p>	<p><b>Revision and Exam Preparation</b></p>