

LONG TERM PLANS

Year Overview (Business Year 12)

ESS Faculty - Business

Autumn term

Half term 1

Theme 1: Marketing and managing people

1.1 Meeting customer needs,

- 1.1.1. The market
- 1.1.2 Market research
- 1.1.3 Market positioning

1.2 The market

- 1.2.1 Demand
- 1.2.2 Supply
- 1.2.3 Markets

Theme 2: Managing Business Expectations

2.1 Raising finance

- 2.1.1 Internal finance
- 2.1.2 External finance
- 2.1.3 Liability
- 2.1.4 Planning

Key Assessment Activity: Examination questions relating to both topic areas including short questions and essay questions

Half term 2

Theme 1: Marketing and managing people

1.3 Marketing mix and strategy

- 1.3.1 Product/service design
- 1.3.2 Branding and promotion
- 1.3.3 Pricing strategies
- 1.3.4 Distribution
- 1.3.5 Marketing strategy

Theme 2: Managing Business Expectations

2.2 Financial planning

- 2.2.1 Sales forecasting
- 2.2.2 Sales, revenue and costs
- 2.2.3 Break-even
- 2.2.4 Budgets

2.3 Managing finances

2.3.2 Liquidity

2.3.3 Business failure

Key Assessment Activity: Examination questions relating to both topic areas including short questions and essay questions

Spring term

Half term 1

Theme1: Marketing and managing people

1.4 Managing people

- 1.4.1 Approaches to staffing
- 1.4.2 Recruitment, selection and training
- 1.4.3 Organisation design
- 1.4.4 Motivation in theory and practice
- 1.4.5 Leadership

Theme 2 :Managing Business Expectations

2.4 Resource management

- 2.4.1 Production, productivity and efficiency
- 2.4.2 Capacity utilisation
- 2.4.3 Stock control
- 2.4.4 Quality management

Key Assessment Activity: Examination questions relating to both topic areas including short questions and essay questions

Half term 2

Theme1: Marketing and managing people

1.5 Entrepreneurs and leaders

- 1.5.1 Role of an entrepreneur
- 1.5.2 Entrepreneurial motives and characteristics
- 1.5.6 Moving from entrepreneur to leader
- 1.5.3 Business objectives
- 1.5.4 Forms of business
- 1.5.5 Business choices

Theme 2: Managing Business Expectations

2.2 External influences

- 2.5.1 Economic influences
- 2.5.2 Legislation

Key Assessment Activity: Examination questions relating to both topic areas including short questions and essay questions

Summer term

Half term 1

Theme1 :Revision

Theme2: Revision

Half term 2

Theme 3: Business Decisions and Strategy

- 3.1.1 Corporate objectives
- 3.1.2 Theories of corporate strategy
- 3.1.3 SWOT analysis