

| | What will I learn? | How will I learn it? | Why is it important that I learn this? | Why am I learning this now? |
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| Year 12 Business opportunities | Business opportunities Enterprise Business plans Markets Market research Business structure Location Finance Revenue and costs. | Case study tasks Group work Independent tasks Numerical and data analysis tasks Extended writing Online research A range of online tools are used to recap learning Documentaries and podcasts | The concepts studied here give students the building blocks needed for the other units. | The topics in the Business Opportunities give students the chance to recap and build upon their learning from GCSE or build up to the standard of GCSE learners if they have not studied the subject before. |
| Marketing | Marketing Mix Product Price Promotion Place Decisions about the marketing mix New technology | Case study tasks Group work Independent tasks Numerical and data analysis tasks Extended writing Online research A range of online tools are used to recap learning Documentaries and podcasts | Looking at marketing gives students the opportunity to understand this important functional area in more detail and learn how decisions made in this area affect the whole business. | Studying marketing at this point provides the basis for understanding into the other functional areas. This builds on the marketing knowledge from GCSE and provides the basis for the concepts in both C2 and C3. |

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| Finance | <p>Business finance</p> <p>Cash flow forecasting</p> <p>The income statement</p> <p>Ratio analysis</p> | <p>Case study tasks</p> <p>Group work</p> <p>Independent tasks</p> <p>Numerical and data analysis tasks</p> <p>Extended writing</p> <p>Online research</p> <p>A range of online tools are used to recap learning</p> <p>Documentaries and podcasts</p> | <p>This unit provides students the opportunity to develop their understanding of the key financial concepts and to calculate and interpret financial data.</p> | <p>Learning the financial concepts early on in Y12 gives students the ability to manipulate data and use it to support their judgements. It builds on the work from the Y11 and the Y12 business opportunities unit and provides a basis for the more complex calculation work in Y13.</p> |
| People in organisations (HR) | <p>HR Function</p> <p>Changes in working practices</p> <p>Workforce planning</p> <p>Recruitment</p> <p>Training</p> <p>Appraisal</p> <p>Workforce performance</p> <p>Organisational design</p> <p>Motivation</p> <p>Management and leadership</p> <p>Employer/employee relationships</p> | <p>Case study tasks</p> <p>Group work</p> <p>Independent tasks</p> <p>Numerical and data analysis tasks</p> <p>Extended writing</p> <p>Online research</p> <p>A range of online tools are used to recap learning</p> <p>Documentaries and podcasts</p> | <p>This unit gives students the chance to investigate the role that workers play in the success of an organisation and how a business can manage their employees to get the most out of them. A variety of motivational and leadership theories will be studied.</p> | <p>Studying this later in Y12 gives students the chance to recap the work done in Y11 and links to the work done in operations meaning these two topics can be linked together.</p> |

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| <p>Operations management</p> | <p>Added value Production Productivity Technology Lean production Quality Purchasing Research and development (R&D) Economies of scale</p> | <p>Case study tasks Group work Independent tasks Numerical and data analysis tasks Extended writing Online research A range of online tools are used to recap learning Documentaries and podcasts</p> | <p>This unit provides students with the understanding of how goods and services are produced and how quality is maintained and stock is managed to ensure customer satisfaction. It also introduces the concepts of expansion and the benefits of producing on a larger scale.</p> | <p>This unit provides the link between C1 and C2, introducing the concept of business growth which is studied in much more detail in Y13.</p> |
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