



Programme of Study – Grade 12 (Year 13) Business

	Theme	Overview of key learning to take place	How learning will be assessed
Term 3		<p>Key Topic 1: Business and its environment</p> <ul style="list-style-type: none"> • I can understand the nature and purpose of business activity and identifying the structures, functions, cultures, and objectives of different business organisations. • I can identify and understand the internal and external business environments and recognise that the world in which businesses operate is in a constant state of change. • I can analyse the impact of political, economic, social, technological, legal, environmental, and ethical factors and how these might influence business activity is considered. • I can evaluate the extent to which businesses respond and adapt to such change is likely to determine their success. <p>Key Topic 2: People in organisations</p> <ul style="list-style-type: none"> • I can identify how businesses develop and use policies, procedures, structures, systems and approaches to management and leadership that will harness the human potential within an organisation and achieve organisation goals. • I can define and understanding the central role of effective management and leadership in achieving efficiency and competitiveness. • I can explain the distinct bodies of theory that underpin the concepts of business management and leadership. • I can identify the importance of motivation techniques and theories in understanding employee needs will be considered. • I can analyse and evaluate the contribution to business success made by human resource management through effective workforce planning and the recruitment, selection and training of workers will also be explored. 	<p>Formative assessment to take place 4 times per term. Feedback will be given to help students to improve and progress in the topic area. Grades will not be given at this time. <i>Past Papers to be done include:</i> 9609_m20_qp_12 9609_m20_qp_22</p> <p>Examples of Formative Assessment to be used this term: Past Papers - Multiple choice activity (which requires challenge, not obvious answers)</p> <p>Summative assessment at end of units studied. Minimum of 2 summative end of unit assessments per term. Students will receive a percentage for this assessment. Assessment will be combination of short and long style questions which matches the Paper 1 Exam paper of syllabus.</p>

Key Topic 3: Marketing

- I can explain the importance of the marketing function for business competitiveness.
- I can discuss the significance of marketing orientation – the process of aligning a business to its operating environment, customers, other stakeholders, and markets.
- I can identify the principles and practices of marketing and its application to commercial and not-for-profit organisations is considered.
- I can define the relationship between marketing and other business functions such as operations management, finance and human resource management is also considered.
- I can apply marketing concepts and methods to assist marketing and business decisions is explored.
- I can explain the marketing objective of satisfying the needs and wants of customers through effective market research, applying an appropriate marketing mix and establishing an organisation with a strong customer focus.

Key Topic 4: Operations and project management

- I can explain how Operations management is the discipline of achieving the efficient production/provision of goods and services.
- I can explain and apply Project management as the discipline of managing resources to successfully complete one-off projects. This topic area promotes understanding of operations and project decisions and how design, planning, quality, and workforce issues interrelate to achieve operations and project objectives.
- I can develop an understanding of the benefits and limitations of a variety of techniques and analytical frameworks used by operations and project managers.
- I can identify and explain how successful operations and project management, supports effective manufacturing and service businesses.

		Key Topic 5: The need for business finance	
--	--	---	--

- I can explain the importance of the management of finance, the keeping of and analysis of accounts, and the assessment of business financial performance.
- I can explain the basic principles and techniques of financial management; the value of financial statements and some key accounting techniques used to promote profit, measure performance, and exert control in business organisations; the use of financial management information in managerial decision making; the links between financial management and other management activity; the importance of identifying and interpreting management accounting information, recognising uses and limitations.
- I can discuss my understanding of how information can be used to create and measure value.