



# St John's Curriculum Overview – Year 12



<b>Subject title</b>	<b>Business Studies</b>
Setting arrangements	Not set by prior attainment
Time allowance each fortnight	9 hours

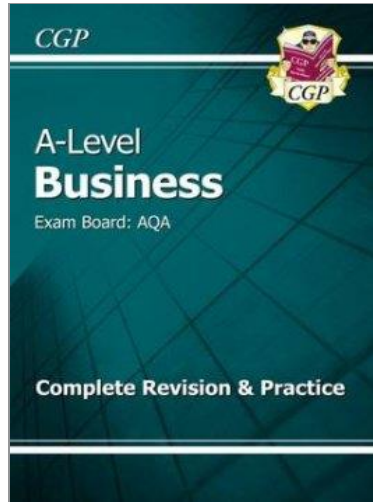
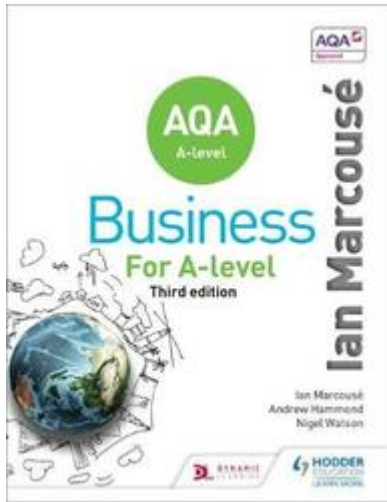
Introduction
Business Studies at St John's is studied at A-Level only. We cover the AQA specification 7132

## Topics, Skills and Assessment covered during the course

Term Topic	Syllabus Unit/Theme	Subject content	Assessment details
<b>Term 1</b> To half term	Unit 1: Why do businesses exist?	What is Business: Understanding the nature and purpose of business; Understanding different forms of business; Understanding the external environment of business.	Timed essay questions, multiple choice tests, on- going assessment of homework based around past paper questions, teacher assessment
	Unit 2: How are businesses managed?	Managers, leadership and decision making: Understanding management, leadership and decision making; Understanding management decision making; Understanding the role and importance of stakeholders	
<b>Term 2</b>	Unit 3: How is digital marketing revolutionising markets?	Decision making to improve marketing performance: Setting marketing objectives; Understanding markets and customers; Making marketing decisions, segmenting, targeting, and positioning; Using the marketing mix	Timed essay questions, multiple choice tests, on- going assessment of homework based around past paper questions, teacher assessment
	Unit 4: How can businesses become more efficient?	Decision making to improve operational performance: Setting Operational Objectives; Analysing operational performance; Increasing efficiency and productivity; Improving Quality; Managing inventory and supply chains.	Timed essay questions, multiple choice tests, on-going assessment of homework based around past paper questions, teacher assessment

<p><b>Term 3</b></p>	<p>Unit 5: Why have so many traditional high street names disappeared?</p> <p>Unit 6: How do you get the best out of your workforce?</p>	<p>Decision making to improve financial performance:  Setting Financial Objectives;  Analysing Financial Performance;  Making financial decisions;  Improving cash flow and profits.</p> <p>Decision making to improve Human Resource performance:  Setting HR Objectives;  Analysing HR performance;  Organisational design and HR flow;  Improving motivation and engagement;  Improving employee-employer relations</p>	<p>Timed essay questions, multiple choice tests, on-going assessment of homework based around past paper questions, teacher assessment</p>
<p><b>Term 4</b></p>	<p>Unit 7: Is globalisation good for UK businesses?</p>	<p>Analysing the external economic environment;  Globalisation;  Emerging economies.  Recapping on content from Unit 1, 2 &amp;3</p>	<p>Timed essay questions, multiple choice tests, on- going assessment of homework based around past paper questions, teacher assessment</p>
<p><b>Term 5</b></p>	<p>Unit 7: How can we measure and judge success?</p>	<p>Investment appraisal;  Network diagrams;  Financial ratio analysis;  Recapping on content from Unit 4,5,&amp;6</p>	<p>Timed essay questions, multiple choice tests, on- going assessment of homework based around past paper questions, teacher assessment</p>
<p><b>Term 6</b></p>	<p>Unit 9: How do businesses grow and what problems might rapid growth bring?</p>	<p>Growth and Development strategies;  Internationalisation of Business;  Managing change in a business;  Revision for end of year exams</p>	<p>End of year exam</p>

### **Resources Recommended for Revision and where they are available:**



These resources are available on loan from the 6<sup>th</sup> form library

### **Homework**

Homework is set every week and once a fortnight an assessed past paper essay question is set on the current topic being studied.

### **Additional support and help for the course:**

Revision mornings prior to the exams

### **Extra-Curricular:**

- Visit to a local brewery;
- Guest speakers, ex St John's students who studied Business at University and have been successful in their careers.