

**Subject Area: Business**

**Subject Leader: Mr.Comiskey**

**Year 12**

<b>Term</b>	<b>Theme 1 Marketing &amp; People</b>	<b>Theme 2 – Managing Business Activities</b>	<b>Key concepts/ core knowledge/ key vocabulary</b>	<b>Assessments/ checkpoints (where relevant)</b>	<b>Careers’ Links</b>
<b>Autumn Term 1</b>	Role of an entrepreneur Entrepreneurial motives and characteristics Moving from entrepreneur to leader Forms of business Business objectives Business choices The market Market research	Liability Internal finance External finance Planning Sales forecasting	Angel investors Unlimited liability Limited liability Innovation Risk-taking Venture Capital Share Capital Profit Collateral Primary research Secondary research Qualitative data Quantitative data Dynamic market Sole Trader Opportunity cost Partnership Limited Companies The marketing mix	Common assessment 1 Theme 1 Common assessment 1 Theme 2	Management accountant Market analyst
<b>Autumn Term 2</b>	Market positioning Product/service design Branding and promotion Pricing strategies Distribution	<b>Budgets</b> <b>Sales, revenue and costs</b> <b>Profit</b> <b>Break-even</b>	Adverse variance Favourable variance Profit Zero-based Historical Revenue Break-Even	Common assessment 2 Theme 1 Common assessment 2 Theme 2	Accountant Head of Brand and Marketing

			Fixed cost Variable cost Competitive advantage Market orientation Product orientation Penetration Skimming Predatory		
<b>Spring Term 1</b>	Marketing strategy Demand Supply Markets Price elasticity of demand (PED)	Liquidity Business failure Production, productivity and efficiency Capacity utilisation	Acid test ratio Balance Sheet Batch production PED Equilibrium Capacity Outsourcing Output Minimisation Substitutes Income Production Liquidation Job Flow Cell	Common assessment 3 Theme 1 Common assessment 3 Theme 2	Capacity Management Planner Stockbroker
<b>Spring Term 2</b>	Income elasticity of demand (YED) Approaches to staffing Recruitment, selection and training Organisation design	Stock control Quality management Economic influences	YED Just-in-time Lean production Inflation Exchange rates Unemployment Kaizen On-the-job Off-the-job Hierarchy Span of control Subordinates Delegate Delaying Interest rates	Common assessment 4 Theme 1 Common assessment 4 Theme 2	Quality Control Manager Human Resources Stock Control Manager

<b>Summer Term 1</b>	Motivation in theory and practice Leadership	Legislation The competitive environment	Health & Safety Employment Competition Maslow Herzberg Mayo Taylor Autocratic Democratic	Common assessment 5 Theme 1 Common assessment 5 Theme 2	Human Resources Management Health & Safety Officer
<b>Summer Term 2</b>	Revision and exam practice for AS level examinations and/or mock examinations for Theme 1 and Theme 2. Introduction to Theme 3 & 4 (Year 13)			Year 12 Mock – Theme 1 & 2	