

<b>Subject: Business Studies</b>		<b>Year Group: 12</b>
<b>Term 1 Key Focus/Topic(s)</b> 1.1 Meeting customer needs 1.2 The Market	<b>Term 2 Key Focus/Topic(s)</b> 1.3 Marketing Mix and Strategy 1.4 Managing People	<b>Term 3 Key Focus/Topic(s)</b> 1.5 Entrepreneurs and Leaders 2.1 Raising Finance
<b>Term 1 Assessment Opportunities:</b> <ul style="list-style-type: none"> <li>• 10/20 mark case study questions</li> <li>• End of unit exam paper</li> </ul>	<b>Term 2 Assessment Opportunities:</b> <ul style="list-style-type: none"> <li>• 10/20 mark case study questions</li> <li>• End of unit exam paper</li> </ul>	<b>Term 3 Assessment Opportunities:</b> <ul style="list-style-type: none"> <li>• 10/20 mark case study questions</li> <li>• End of unit exam papers</li> </ul>
<b>Term 4 Key Focus/Topic(s)</b> 2.2 Financial Planning 2.3 Managing finance	<b>Term 5 Key Focus/Topic(s)</b> 2.4 Resource management 2.5 Economic Influences	<b>Term 6 Key Focus/Topic(s)</b> <ul style="list-style-type: none"> <li>• Year 12 exam preparation/revision</li> <li>• End of year project/investigation</li> </ul>
<b>Term 4 Assessment Opportunities:</b> <ul style="list-style-type: none"> <li>• 10/20 mark case study questions</li> <li>• End of unit examination papers</li> </ul>	<b>Term 5 Assessment Opportunities:</b> <ul style="list-style-type: none"> <li>• 10/20 mark case study questions</li> <li>• End of unit examination paper</li> </ul>	<b>Term 6 Assessment Opportunities:</b> <ul style="list-style-type: none"> <li>• End of Year examination</li> </ul>

Rationale:

The Year 12 scheme of work offers a route through the A-level Business course, covering all the sections and sub-sections in a logical order, including opportunities to develop the necessary set of skills required for interacting with the business world. Guidance is given about any prior knowledge which is helpful or required. The order is by no means prescriptive and there are many alternative ways in which the content could be organised. There are opportunities for assessment all the way through the course which reflect what is expected of students in the final A Level examination.

Evaluation:

The teaching of topics in this sequence allows students to study and engage with the business world, staff will always try to relate the theoretical aspects to 'real life' businesses that students can associate with. The specification and assessment should encourage students to follow business developments and think critically about contemporary business issues. Most of the assessment material is based on real business situations. Following end of term assessments staff can prioritise students and/or topics that require further support. The timing of the course allows for revision at the end of the units which can be used to fill knowledge gaps previously identified. Students will have the opportunity to complete a gap analysis following a test and with the continued use of www/ebi will understand how their responses can be improved.