

Subject	Year 12 Core Knowledge – Autumn/Spring/Summer term	How to support students' learning
Business Studies	<p><b>Autumn Term</b></p> <p><b>Managers &amp; Leadership –</b></p> <ol style="list-style-type: none"> <li>1. Understand the impact of different leadership styles.</li> <li>2. Understand the importance of decision making and setting objectives.</li> <li>3. Calculate and interpret decisions trees.</li> <li>4. Analyse the impact and power of stakeholder groups on business and share price.</li> </ol> <p><b>Operations Management -</b></p> <ol style="list-style-type: none"> <li>5. Understand the importance of setting operational objectives.</li> <li>6. Understand how a business improves efficiency and productivity.</li> <li>7. Calculate and interpret labour productivity, unit costs, capacity and capacity utilisation.</li> <li>8. Understand the importance of capacity and achieving the optimum.</li> <li>9. Analyse the appropriateness of different methods of improving quality.</li> </ol> <p><b>What is Business? -</b></p> <ol style="list-style-type: none"> <li>10. Understand and recommend the different forms of business ownership (Soletrader, LTD, PLC).</li> <li>11. Identify factors that influence share prices.</li> <li>12. Demonstrate understanding of the external factors influencing business costs and demand for a good/service.</li> <li>13. Calculate the measurement and importance of profit; including revenue (turnover and sales), fixed costs, variable costs and total costs.</li> <li>14. Analyse the effect of the external environment on costs and demand.</li> </ol> <p><b>Marketing -</b></p> <ol style="list-style-type: none"> <li>15. Analyse the value of primary and secondary research methods.</li> <li>16. Calculate and interpret price and income elasticities and the impact on business.</li> <li>17. Understand the usefulness of market segmentation when targeting the correct market.</li> <li>18. Understand decision making tools such as Boston Matrix and Product Life Cycle when positioning products accurately.</li> <li>19. Analyse the most appropriate pricing strategy for a business.</li> </ol>	<ul style="list-style-type: none"> <li>• The full specification for AQA A-level Business Studies can be found at <a href="https://www.aqa.org.uk/subjects/business/as-and-a-level/business-7131-7132">https://www.aqa.org.uk/subjects/business/as-and-a-level/business-7131-7132</a></li> <li>• Past Papers and Mark Schemes can be found at:- <a href="https://www.aqa.org.uk/subjects/business/as-and-a-level/business-7131-7132/assessment-resources">https://www.aqa.org.uk/subjects/business/as-and-a-level/business-7131-7132/assessment-resources</a></li> </ul> <p><b>Useful websites include:</b></p> <ul style="list-style-type: none"> <li>• <a href="https://www.twoteachers.co.uk/">https://www.twoteachers.co.uk/</a> (registration is required to use this website). Short videos of topic areas are included. Particularly useful to those new to Business Studies.</li> <li>• <a href="https://www.tutor2u.net/">https://www.tutor2u.net/</a></li> <li>• Sign up to the BBC News app for all the latest Business news.</li> <li>• Signing up to a good quality newspaper such as the Financial Times is will also be very useful.</li> <li>• A revision guide is also available to purchase from the school shop.</li> <li>• Any conversations you can have with your child about the business world would be gratefully appreciated. Discussing your own experience at work for example or why you purchase particular goods and services will add value to your child's learning outside the classroom.</li> </ul>

	<p><b>Spring Term</b></p> <p><b>Operations Management -</b></p> <ol style="list-style-type: none"> <li>20. Select the most appropriate methods of checking quality for a business scenario.</li> <li>21. Discuss the benefits and limitations of achieving quality.</li> <li>22. Identify the value of improving flexibility, speed of response and dependability in production.</li> <li>23. Describe the interdependence of supply and demand.</li> <li>24. Describe the value of outsourcing, sub-contracting and offshoring.</li> <li>25. Describe the stock control system.</li> <li>26. Calculate and interpret a stock control diagram.</li> <li>27. Discuss appropriate methods of improving stock control.</li> </ol> <p><b>Marketing -</b></p> <ol style="list-style-type: none"> <li>28. Identify the value of primary and secondary research methods.</li> <li>29. Understand the value of sampling.</li> <li>30. Interpret marketing data such as correlation, confidence levels and extrapolation.</li> <li>31. Describe the value of technology when gathering and interpreting marketing data.</li> <li>32. Understand the concept of supply and demand.</li> <li>33. Calculate and interpret elasticities of demand.</li> <li>34. Understand the usefulness of market segmentation to a business.</li> <li>35. Describe the elements of the marketing mix.</li> <li>36. Analyse the importance and influence of the marketing mix.</li> <li>37. Understand the importance of digital and e-commerce.</li> </ol> <p><b>Summer Term</b></p> <p><b>Human Resources -</b></p> <ol style="list-style-type: none"> <li>38. Understand the importance of setting human resource objectives.</li> <li>39. Calculate and interpret labour turnover and retention rates, labour productivity, employee costs as percentage of turnover and labour cost per unit.</li> <li>40. Use human resource data for decision making.</li> <li>41. Discuss the influences on job design.</li> <li>42. Discuss the influences of organisational design.</li> <li>43. Discuss the influences on delegation, centralisation and decentralisation.</li> <li>44. Explain how managing the human resource flow helps meet human resource objectives.</li> <li>45. Describe the non-financial methods of motivation.</li> </ol>	
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