Year 12 Business – Topic 1.1
Meeting Customer Needs

West Kirby Grammar School

Learning about this topic is important because: It introduces students to the concept of 'The Market' and the different types of markets that businesses operate within. Students then research why making assumptions of the market can lead to inaccurate information and learn how to conduct market research that leads to accurate non-biased information. They will analyse how businesses use the market research to position themselves within the market in order to maximise sales. Students will need to evaluate their findings and illustrate market positioning.	
This builds on: GCSE Business (if studied prior to taking the course). This is the first topic of the A Level course and there is no requirement to have studied the GCSE previously	
This topic has direct links with all areas of the specification and is a foundation for the course. It has synoptic links to Themes 2, 3 and 4, and is integral to Paper 1 and Paper 3	
We will learn: • What is a market • The different between mass and niche markets • How some markets are dynamic and some static • How to conduct primary and secondary research and the difference between the two methods • How to segment a market • How to use market research in market positioning, in order to map the market	**We will develop/practise skills including:** Introduction of exam style questions – from 1 to 8 mark questions Knowledge and understanding of basic market structure Explanation and ability to reflect on learnt ideas and give the evaluative arguments on how the market research methods Analysis of the reasons why different methods are appropriate to different businesses Evaluation of how dynamic markets are changing the manner in which firms operate in today's business sectors

Year 12 Business – Topic 1.1
Meeting Customer Needs

<table>
<tr>
<td>Some of the vocabulary that we will use includes:

• Mass / niche / dynamic / static markets
• Primary / secondary research
• Field / desk research
• Market reports
• Questionnaires / surveys
• Focus groups
• Feedback
• Market mapping
• Market positioning
• Market segmentation
• Variables</td>
<td>You could learn more about this topic by:

Looking through the resources in Google Classroom and independently reading the class notes or the links provided such as watching / reading:
Youtube –
Tutor2u
Taking the Biz
Two teachers
Quizlet
Quizziz
Edexcel</td>
</tr>
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<td colspan="2">You will complete in class activities in order for your teacher to assess your knowledge & understanding throughout the topic by looking at your work, questioning, discussion and giving you feedback in lots of different ways. You will be taken through the content of the topic using case studies, activities, past paper questions – either independently or in groups. Each topic will have one formally assessed homework and an end of topic test.</td>
</tr>
</table>

Year 12 Business – Topic 1.2
The Market

West Kirby Grammar School

Learning about this topic is important because: It develops students understanding of 'The Market' and the different elements which interact within the market in terms of demand and supply. Students illustrate this through diagrammatical representations of the demand and supply curves, explaining non-price factors that cause a shift in the curve and how markets interact to determine a market price. Students will be expected to calculate the elasticity of both demand, supply and income; understanding the impact accurate calculations can have on a business in terms of pricing strategies.	
This builds on: 1.1 Meeting Customer Needs	
This topic has direct links with all areas of the specification and is a foundation for the course. It has synoptic links to Themes 2, 3 and 4, and is integral to Paper 1 and Paper 3	
We will learn: • What is demand and how to draw the curve • What is supply and how to draw the curve • How to determine the market equilibrium • How non-price factors result in a shift of the curve • How demand and supply interact in the market • How to calculate Price Elasticity of Demand • How to calculate Price Elasticity of Supply • How to calculate Income Elasticity of Demand • How to interpret the coefficient and the impact of the calculation on the firm and the market	**We will develop/practise skills including:** Introduction of exam style questions – from 1 to 8 mark questions Knowledge and understanding of diagrams and calculations Explanation and ability to reflect on learnt ideas and give the evaluative arguments on how the outcome of the calculatons and the diagrams Analysis of the reasons why the outcome may impact aa business in a given scenario Evaluation of how shortages and surpluses can impact a business according the market that it is operating within and why

Year 12 Business – Topic 1.2
The Market

Some of the vocabulary that we will use includes:

- Demand
- Supply
- Equilibrium
- Market clearing
- Shift
- Curve
- Non-orice factor
- PED, YED and PES
- Coefficient
- Elastic / non elastic

You could learn more about this topic by:

Looking through the resources in Google Classroom and independently reading the class notes or the links provided such as watching / reading:
Youtube –
Tutor2u
Taking the Biz
Two teachers
Quizlet
Quizziz
Edexcel

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Year 12 Business – Topic 1.3
Marketing Mix and Marketing Strategy

Learning about this topic is important because:

It investigates the importance of the design mix to a product or service and explores the importance of branding and promotion in engaging with the market. Students consider the different branding and promotional possibilities according to different business types and discuss their possible outcomes. Businesses have a variety of factors that influence their pricing strategies, which students can discuss along with distribution channels. They will analyse the theories behind marketing strategies and how the marketing mix can be influenced by the life cycle of the product.

This builds on: 1.1 Meeting Customer Needs and 1.2 The Market

This topic has direct links with all areas of the specification and is a foundation for the course. It has synoptic links to Themes 2, 3 and 4, and is integral to Paper 1 and Paper 3

We will learn:	**We will develop/practise skills including:**
• What are the three elements of the design mx and how they interplay I any product / service • What the different types of branding and promotional activities can be used within different markets and why the type of firm determines this • What the different pricing strategies are and why they are used by certain businesses • How businesses can choose to distribute their product / service and why • What the stages of the product life are • What the Boston Matrix is • How consumer behaviour influences the marketing strategy	Introduction of exam style questions – from 1 to 10 mark questions Knowledge and understanding of the elements of the design mix, product life cycle and Boston Matrix Explanation and ability to reflect on learnt ideas and give the evaluative arguments on how theories interact in a given market Analysis of the reasons why different methods are appropriate to different businesses Evaluation of how competition in the market can influence the strategy use and why and how external influences can require a business to change a strategy

Year 12 Business – Topic 1.3
Marketing Mix and Marketing Strategy

Some of the vocabulary that we will use includes:	You could learn more about this topic by:
• Design mix – cost / aesthetics / function • Product life cycle – R&D / introduction / development / maturity / decline / extension strategies • Branding – generic / branded • Promotion • Pricing strategies – competitive / predatory / cost-plus / penetration / skimming / premium / psychological • Distribution channel – 2 / 3 / 4 factor • Supplier • Wholesaler • Retailer • Boston Matrix • Consumer behaviour	Looking through the resources in Google Classroom and independently reading the class notes or the links provided such as watching / reading: Youtube – Tutor2u Taking the Biz Two teachers Quizlet Quizziz Edexcel

You will complete in class activities in order for your teacher to assess your knowledge & understanding throughout the topic by looking at your work, questioning, discussion and giving you feedback in lots of different ways. **You will be taken through the content of the topic using case studies, activities, past paper questions – either independently or in groups. Each topic will have one formally assessed homework and an end of topic test.**

Year 12 Business – Topic 1.4
Managing People

<table>
<tr><td colspan="2">Learning about this topic is important because:

It analyses how firms approach their staffing methodology, including recruitment, selection and training processes. Students consider how organisational design models impact on staffing requirements. They will analyse historical and current motivational theories incentivise employees and the leadership criteria required to achieve business objectives.</td></tr>
<tr><td colspan="2">This builds on: 1.1 Meeting Customer Needs; 1.2 The Market and 1.3 Marketing Mix and Strategy</td></tr>
<tr><td colspan="2">This topic has direct links with all areas of the specification and is a foundation for the course. It has synoptic links to Themes 2, 3 and 4, and is integral to Paper 1 and Paper 3</td></tr>
<tr><td>We will learn:
Individual and collective methods and approaches to staffing
The methods, costs and benefits to recruitment, selection and training
The strengths and weaknesses of different organisational design models
The different motivational theories
The difference between financial and non-financial motivation
How leadership and management differ</td><td>We will develop/practise skills including:

Introduction of exam style questions – from 1 to 12 mark questions
Knowledge and understanding of the elements of staffing approaches
Explanation and ability to reflect on learnt ideas and give the evaluative arguments on how theories interact within a business
Analysis of the reasons why different theories and methods are appropriate to different businesses
Evaluation of how motivation and leadership strategies can differ according to the business context</td></tr>
<tr><td>Some of the vocabulary that we will use includes:
Recruitment
Selection
Interview</td><td>You could learn more about this topic by:

Looking through the resources in Google Classroom and independently reading the class notes or the links provided such as watching / reading:</td></tr>
</table>

Year 12 Business – Topic 1.4
Managing People

- Psychometric testing
- Induction
- Hierarchical structure
- Flat structure
- Matrix structure
- Frederick Taylor
- Abraham Maslow's hierarchy of needs
- Frederick Herzberg
- Autocratic
- Democratic
- Laissez-faire
- Paternalistic
- Remuneration
- Perks
- Piece-rate
- Commission
- Bonus

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Edexcel

You will complete in class activities in order for your teacher to assess your knowledge & understanding throughout the topic by looking at your work, questioning, discussion and giving you feedback in lots of different ways. **You will be taken through the content of the topic using case studies, activities, past paper questions – either independently or in groups. Each topic will have one formally assessed homework and an end of topic test.**

Year 12 Business – Topic 1.5
Entrepreneurs and Leaders

West Kirby Grammar School

Learning about this topic is important because:

It analyses the difference between entrepreneurs and leaders and asks students to consider the similarities and differences and how and entrepreneur can develop to become a leader, through organisational change, due to the form of the business, as the business grows and its objectives.

This builds on: 1.1 Meeting Customer Needs; 1.2 The Market; 1.3 Marketing Mix and Strategy and 1.4 Managing People

This topic has direct links with all areas of the specification and is a foundation for the course. It has synoptic links to Themes 2, 3 and 4, and is integral to Paper 1 and Paper 3

We will learn:	We will develop/practise skills including:
• The role of the entrepreneur and barriers they face in setting up a business • What motivates an entrepreneur to form a business • What the characteristics are of a typical entrepreneur • What challenges are typically faced by entrepreneurs • How a business sets objectives • What are the different forms of business and which one is best for different entrepreneurs • What are the choices businesses face in terms of opportunity cost and trade offs	Introduction of exam style questions – from 1 to 20 mark questions (maximum) Knowledge and understanding of the characteristics of entrepreneurs and what motivates them Explanation and ability to reflect on learnt ideas and give the evaluative arguments on entrepreneurs face challenges and set objectives Analysis of the reasons why different methods are appropriate to different businesses Evaluation of how choices impact on opportunity cost of the business
Some of the vocabulary that we will use includes: • Financial • Non-financial • Risk • Operational	**You could learn more about this topic by:** Looking through the resources in Google Classroom and independently reading the class notes or the links provided such as watching / reading: Youtube –

Year 12 Business – Topic 1.5
Entrepreneurs and Leaders

• Tactical • Strategic • Sole trader • Partnership • Private limited company (LTD) • Public limited company (PLC) • Franchise / franchisee • Opportunity cost • Trade off	Tutor2u Taking the Biz Two teachers Quizlet Quizziz Edexcel

You will complete in class activities in order for your teacher to assess your knowledge & understanding throughout the topic by looking at your work, questioning, discussion and giving you feedback in lots of different ways. **You will be taken through the content of the topic using case studies, activities, past paper questions – either independently or in groups. Each topic will have one formally assessed homework and an end of topic test.**

Year 12 Business – Topic 2.1
Raising Finance

Learning about this topic is important because: It introduces students to the concept of Business Finance and the different types of finance businesses can access. Students then research why sourcing finance is important according to the business type and how to understand the legal information surrounding financial sources. They will analyse why planning is vital to assess cash flow levels and identify the possible implications of poor cash flow on a business.	
This builds on: GCSE Business (if studied prior to taking the course). This is the first topic of the A Level course and there is no requirement to have studied the GCSE previously	
This topic has direct links with all areas of the specification and is a foundation for the course. It has synoptic links to Themes 1, 3 and 4, and is integral to Paper 2 and Paper 3	
We will learn: • What is Internal Finance • What is External Finance • What are the legal implications of financing a business • How does a business effectively plan its sources of finance • Why is cash flow important for a business • What are thw limitations of poor cash flow on a business	**We will develop/practise skills including:** Introduction of exam style questions – from 1 to 8 mark questions Knowledge and understanding of sources of finance Explanation and ability to reflect on learnt ideas and analytical arguments on why certain sources of finance are used in different business situations Evaluation of how legislation can impact on business planning and how effective cash flow can support this
Some of the vocabulary that we will use includes: • Loans • Overdrafts • Debt • Inflow • Outflow	**You could learn more about this topic by:** Looking through the resources in Google Classroom and independently reading the class notes or the links provided such as watching / reading: Youtube – Tutor2u

Year 12 Business – Topic 2.1
Raising Finance

• Credit • Debit • Investors • Shares • Profit • Assets • Peer-to-peer • Business angels • Crowdfunding • Venture capital • Leasing • Trade credit • Grants	Taking the Biz Two teachers Quizlet Quizziz Edexcel
You will complete in class activities in order for your teacher to assess your knowledge & understanding throughout the topic by looking at your work, questioning, discussion and giving you feedback in lots of different ways. **You will be taken through the content of the topic using case studies, activities, past paper questions – either independently or in groups. Each topic will have one formally assessed homework and an end of topic test.**	

Year 12 Business – Topic 2.2
Financial Planning

Learning about this topic is important because: It develops students understanding of ‘sales, revenue and costs and sales forecasting. It considers how these elements are calculated in order to assess if a business is able to break-even. Students illustrate this through diagrammatical representations of the curves, explaining its analysis in terms of budgeting to reduce costs or increase sales revenue.
This builds on: 2.1 Raising Finance
This topic has direct links with all areas of the specification and is a foundation for the course. It has synoptic links to Themes 1, 3 and 4, and is integral to Paper 2 and Paper 3

We will learn:	**We will develop/practise skills including:**
• Why businesses need to forecast sales • The factors involved in forecasting sales • The limitations involved in forecasting sales • How to calculate sales, costs and revenue • The difference between fixed and variable costs • How to calculate and illustrate break-even • How to calculate budgets and variance analysis	Introduction of exam style questions – from 1 to 8 mark questions Knowledge and understanding of diagrams and calculations Explanation and ability to reflect on learnt ideas and give the evaluative arguments on how the outcome of the calculatons and the diagrams Analysis of the reasons why the outcome may impact a business in a given scenario Evaluation of how budgeting can impact a business according the market that it is operating within and why

Year 12 Business – Topic 2.2
Financial Planning

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Some of the vocabulary that we will use includes:

- Sales forecast
- Trend
- Costs – fixed / variable / total
- Sales revenue
- Taxation
- Sales volume
- Break-even point
- Break-even chart
- Margin of safety
- Maximum capacity
- Budget – zero-based / historical
- Variance analysis – adverse / favourable

You could learn more about this topic by:

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Year 12 Business – Topic 2.3
Managing Finance

West Kirby Grammar School

Learning about this topic is important because: It clarifies the distinction between cash and profit. Students learn how to calculate profit from the elements included in the Statement of Comprehensive Income and calculate liquidity from the Statement of Financial Position. Businesses need to be able to clearly assess how liquid they are and what their financial position is, in order to continue trading. Analysis of potential business failure due to both financial and non-financial factors is essential.
This builds on: 2.1 Raising Finance and 2.2 Financial Planning
This topic has direct links with all areas of the specification and is a foundation for the course. It has synoptic links to Themes 1, 3 and 4, and is integral to Paper 2 and Paper 3

We will learn:	**We will develop/practise skills including:**
• The distinction between profit and cash • How to calculate gross / operating and net profit • The elements of the Statement of Comprehensive Income • The elements of the Statement of Financial Position • How working capital links to cash • How business failure can be caused by lack of liquidity • Non-financial factors that cause business failure	Introduction of exam style questions – from 1 to 10 mark questions Knowledge and understanding of the calculations and ratios linked to profit Analysis of the income statements Reflection working capital and cash Evaluative arguments on how either financial or non-financial factors impact on business failure

Year 12 Business – Topic 2.3
Managing Finance

Some of the vocabulary that we will use includes:	**You could learn more about this topic by:**
• Profit – gross / operating / net • Statement of comprehensive income (profit and loss) • Statement of financial position (balance sheet) • Selling price • Cash • Liquidity • Current ratio • Acid test ratio • Working capital • Failure – marketing / financial / technology / competitors / economic change / banks	Looking through the resources in Google Classroom and independently reading the class notes or the links provided such as watching / reading: Youtube – Tutor2u Taking the Biz Two teachers Quizlet Quizziz Edexcel

You will complete in class activities in order for your teacher to assess your knowledge & understanding throughout the topic by looking at your work, questioning, discussion and giving you feedback in lots of different ways. **You will be taken through the content of the topic using case studies, activities, past paper questions – either independently or in groups. Each topic will have one formally assessed homework and an end of topic test.**

Year 12 Business – Topic 2.4
Resource Management

Learning about this topic is important because: It investigates and compares different methods of production used by different businesses and analyses why the processes are used. Students consider how organisational design models impact on staffing requirements. They will analyse why some businesses are more efficient than others and calculate capacity utilisation, to assess efficiency. Students will research the methodology, costs and benefits of quality management and illustrate with diagrams the links between stock control and quality management.	
This builds on: 2.1 Raising Finance; 2.2 Financial Planning and 2.3 Managing Finance	
This topic has direct links with all areas of the specification and is a foundation for the course. It has synoptic links to Themes 1, 3 and 4, and is integral to Paper 2 and Paper 3	
We will learn: • What are the different methods of production • How to calculate productivity • How to calculate capacity utilisation • What is quality management • The costs and benefits of quality management • How to calculate and illustrate stock management • The advantages and disadvantages of stock control systems	**We will develop/practise skills including:** Introduction of exam style questions – from 1 to 12 mark questions Knowledge and understanding of the calculations and diagrams Explanation and ability to reflect on learnt ideas and give the evaluative arguments on how theories interact within a business Analysis of the reasons why different theories and methods are appropriate to different businesses Evaluation of how sytems can differ according to the business context

Year 12 Business – Topic 2.4
Resource Management

Some of the vocabulary that we will use includes:

- Production – job / batch / flow / cell
- Bespoke
- Productivity
- Efficiency
- Labour intensive
- Capital intensive
- Capacity utilisation
- Stock control
- Buffer stock
- Just-in-time
- Just-in-case
- Waste management
- Quality management
- Lean production
- Kaizen – continuous improvement
- Quality control
- Quality assurance
- Total Quality Management TQM

You could learn more about this topic by:

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Youtube –
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Taking the Biz
Two teachers
Quizlet
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Year 12 Business – Topic 2.5
External Influences

West Kirby Grammar School

Learning about this topic is important because: It analyses the macroeconomic influences that can impact on a business's methods of operating. It considers which influences will affect the business according to the market it is operating within. It evaluates government policies and legislation and how they will influence decision making by the business, in relation to both its competition and market size.	
This builds on: 2.1 Raising Finance; 2.2 Financial Planning; 2.3 Managing Finance and 2.4 Resource Management	
This topic has direct links with all areas of the specification and is a foundation for the course. It has synoptic links to Themes 1, 3 and 4, and is integral to Paper 2 and Paper 3	
We will learn: • What are the macroeconomic variables • What is the government's economic policy • Which legislation affects which businesses • Why is the size of the market and competition important	**We will develop/practise skills including:** Introduction of exam style questions – from 1 to 20 mark questions (maximum) Knowledge and understanding of the macroeconoic influences Explanation and ability to reflect on learnt ideas and give the evaluative arguments on the variables and how they impact of the functions of the business Analysis of the reasons why different pieces of legislation affect different businesses Evaluation of how choices businesses have in terms of dealing with these external factors
Some of the vocabulary that we will use includes: • Macroeconomics • Inflation • Exchange rates • Interest rates • Taxation • Government spending • The business cycle	**You could learn more about this topic by:** Looking through the resources in Google Classroom and independently reading the class notes or the links provided such as watching / reading: Youtube – Tutor2u Taking the Biz Two teachers

Year 12 Business – Topic 2.5
External Influences

- Economic uncertainty
- Legislation
- Consumer protection
- Employee protection
- Environmental protection
- Competition policy
- Health and safety
- Competition
- Market size
- Collusion

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