



Dallam School

Curriculum Overview

Department: A-level Business
Year Group: 12

AUTUMN		SPRING		SUMMER	
Half term 1	Half term 2	Half term 3	Half term 4	Half term 5	Half term 6
Theme/ topic: Understanding the Market including market research & market positioning	Theme/ topic: Supply & Demand and Elasticity	Theme/ topic: Managing People	Theme/ topic: Financing the business	Theme/ topic: Operations	Theme/ topic: Investment Appraisal Project
By the end of this half term pupils will know (key knowledge, including tier 3 vocabulary):					
Market Price Product Mix Product Life Cycle USP Market orientation Product Orientation Branding	Demand Curves Supply Curves Price Elasticity Income Elasticity Factors affecting demand Factors affecting supply	Leadership Entrepreneurship Management Motivation Recruitment Organisation structure Labour turnover	Sources of finance Profit Fixed Costs Variable Costs Break Even, Margin of Safety Budgets Variances	Production Job/Batch/Flow Quality inc. TQM Lean Manufacturing inc. JIT & JIC	PE ratio Share price movement Key strategic objectives
They will understand (key concepts):					
How a brand adds value How products are introduced, grow in sales and decline unless an extension strategy is used	How the interaction of price and demand leads to equilibrium How products have different price and income elasticity and this affects the way companies promote and market them Understand compliments and substitutes	How leadership styles differ and affect the 'feel' and culture of the organisation How motivation is linked to human needs How organisations can be structured and the impact this has on control	Basic ideas about accounting documents Financial ratios How to interpret financial figures for a company How companies raise finance to expand (linked also to ownership structures)	Understanding that the type of production will vary depending on the product and the level of flexibility required BUT that trade offs exist with economies of scale	How investors assess companies The importance of a 'strategy story' to investors
They will know how to (key skills including speaking, reading and writing in this subject):					

<p>Choose appropriate market research techniques for a company</p> <p>Select appropriate pricing strategies for a company</p> <p>Relate product Life Cycle to real world situations and explain how it can be extended using promotional & pricing techniques</p>	<p>Interpret supply & demand diagrams</p> <p>Construct supply and demand diagrams</p> <p>Apply concepts of price and income elasticity to company decision making</p>	<p>Understand different leadership approaches and be able to select skills best fitted to company situations</p> <p>Understand that motivation can be intrinsic or extrinsic</p> <p>Choose appropriate motivational theories to support arguments on motivation in a company setting</p> <p>Understand the issues in recruitment and the associated risks to company culture</p>	<p>Be able to calculate key financial ratio</p> <p>Use key financial ratios to assess the status of a company</p> <p>Understand the shortcomings in budget, cashflow, breakeven analysis</p>	<p>Assess situations with regard to different manufacturing approaches</p> <p>Judge appropriate quality techniques</p> <p>Evaluate how Lean Management requires a broader involvement of staff</p>	<p>Assessing what information is important versus not superfluous</p> <p>Building Powerpoint Presentations</p> <p>Presenting in a formal manor with external observation</p> <p>Answering formal questions</p>
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Theme/ topic: Corporate Objectives	Theme/ topic: Building strategies	Theme/ topic: Globalisation	Theme/ topic: Research of into a single industry	Theme/ topic: Exam Revision	Theme/ topic: N/A
By the end of this half term pupils will know (key knowledge, including tier 3 vocabulary):					
Corporate objectives Corporate Culture Business Ethics Strategies Swot/Ansoff/BCG/Porter's 5 Forces Acquisitions/Takeovers/JVs SWOT	Investment Appraisal Payback/ARR/NPV Decision Trees Sales Forecasting Critical Path Analysis Key Financial Ratios revisited	Globalisation Enabling Factors Growth Markets Saturation Bartlett & Ghoshal Model Trade Blocks Protectionism FDI	Market Research Human Resources Take Overs & Acquisitions Role of CMA (formerly MMC) Legislation applied to business Strategies Consumer wants	All key concepts mentioned so far Marketing Finance Operations Human Resources Culture & change Exams start mid-May	End of course
They will understand (key concepts):					
Organic Versus inorganic growth Use of an ethical stance to add value Core competencies Vertical, Horizontal & Lateral integration Economies of Scale	Investment appraisal techniques & their use in decision making Use of forecasting in resource allocation Measures of HR management Efficiency measures	Impact of FDI on Host countries Ethical aspects of FDI Principles of free trade (some may understand comparative advantage) Why countries use protectionism	How small companies can effectively compete against large companies in the same industry How different industries have different employment characteristics and development opportunities	Exam technique related to application and evaluation (judgements) Key issues in answering exam questions – how to seek/ use evidence, how to build in theory, how to make judgements	End of course
They will know how to (key skills including speaking, reading and writing in this subject):					
Corporate culture and how it differs How to assess appropriate strategies for small Vs Large companies	Appropriate investment appraisal techniques for alternative investment scenarios	Apply strategic tools including Ansoff in international expansion Application of 8Ps to an international context	Application of syllabus to a specific industry Personal responsibility for revision Personal responsibility for research	Persuasive writing skills Use of evidence Making substantiated judgements Time management skills during exams	End of course

How economies of scale impacts on strategy Appropriate acquisition strategies	HR management and links to efficiency & strategy Management of change	Reality of controlling MNCs in NICs and LEDCs Seeing double standards in FDI	Application of motivational techniques in different sized companies	Time management skills during revision Stress management skills	
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