

YEAR 12 CURRICULUM INFORMATION – A LEVEL BUSINESS

	Autumn 1	Autumn 2
What will students be learning?	<p>Theme 1: Marketing and people Students will develop an understanding of:</p> <ul style="list-style-type: none"> · meeting customer needs · the market · marketing mix and strategy · managing people · entrepreneurs and leaders 	<p>Theme 1: Marketing and people Students will develop an understanding of:</p> <ul style="list-style-type: none"> · meeting customer needs · the market · marketing mix and strategy · managing people · entrepreneurs and leaders
How will students be assessed?	Students will complete exam-style assessment questions and key knowledge tests during the half-term.	Students will complete exam-style assessment questions and key knowledge tests during the half-term.
Literacy – What keywords will be taught?	Market research, Taylor, branding and promotion, demand, pricing strategies, distribution, opportunity cost, product life cycle, staffing, business objectives, mass market, entrepreneur, PED, autocratic, market orientation, market positioning, Herzberg, Maslow, motivation, niche market, decentralisation, centralisation, democratic, YED, supply, product orientation mass markets, Mayo.	
What employability skills are being developed?	Business Awareness, Communication, Creativity, Initiative, Leadership, Planning, Self-Management, Teamwork, Analytical skills	Business Awareness, Communication, Creativity, Initiative, Leadership, Planning, Self-Management, Teamwork, Analytical skills
Wider Curriculum Links?	<p>Maths – use of data, calculation of PED/YED, constructing supply and demand diagrams.</p> <p>English – written analysis, writing to advise.</p>	<p>Maths – use of data, calculation of PED/YED, constructing supply and demand diagrams.</p> <p>English – written analysis, writing to advise.</p>
What useful websites are there for this topic?	<p>www.tutor2u.net www.bbc.co.uk/news/business www.edexcel.co.uk www.senecalearning.com</p>	<p>www.tutor2u.net www.bbc.co.uk/news/business www.edexcel.co.uk www.senecalearning.com</p>
What wider reading could be done for this topic?	<p>Students are encouraged to keep up with the news, watch TV documentaries and wider reading from business review magazine. Revise Edexcel AS/A Level Business, Revision Guide and Workbook, Pearson, ISBN 9781292213217 Level 3 Extended Project Qualification</p>	<p>Students are encouraged to keep up with the news, watch TV documentaries and wider reading from business review magazine. Revise Edexcel AS/A Level Business, Revision Guide and Workbook, Pearson, ISBN 9781292213217 Level 3 Extended Project Qualification</p>

<p>What else can students be doing independently to develop their understanding of this topic?</p>	<p>Prepare revision cards/notes and learn formulas. Formulas are not provided in the examination.</p>	<p>Prepare revision cards/notes and learn formulas. Formulas are not provided in the examination.</p>
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