

Year 12 Business

Year Calendar Plan		
Dates	Lesson Focus	Assessment/Revision
Term 1	<p>Theme 1 Markets (mass and niche) Changing Markets Primary, Secondary, Tertiary and online retailing Market size and market share Risk and Uncertainty and anticipating this Market Research 1 Market Segmentation Segmentation and Targeting</p> <p>Theme 2 Internal Finance External Finance Liability Cashflow forecasting Planning</p>	<p>Revision Theme 1 Types of a business The market and types of markets Distribution Business Choices Risk and Uncertainty Business Objectives</p> <p>Revision Theme 2 Internal Finance External Finance Liability Planning</p>
Term 2	<p>Theme 1 Positioning STP Demand Supply Supply and Demand</p> <p>Theme 2 Calculation of fixed and variable costs & Break-even Uses and limitations of break-even analysis Calculation of sales revenue and volume, and link to sales forecasting data Introduction to time series analysis Purpose and types of budgets</p>	<p>Revision Theme 1 Entrepreneurs Recruitment and Selection Approaches to staffing Motivation Leadership Moving from Entrepreneur to leader</p> <p>Revision Theme 2 Sales Forecasting Break even Business plans Sales, costs, revenues</p>
Term 3	<p>Theme 1 Price Elasticity of Demand Income Elasticity of Demand Product Design Ethical Impacts of Product Design</p> <p>Theme 2 Variance analysis Profit & Loss accounts Production, productivity and efficiency Capacity Utilisation</p>	<p>Revision Theme 1 Organisational Design Mass and Niche Supply and Demand Elasticity Pricing Strategies</p> <p>Revision Theme 2 Production, productivity and efficiency Capacity Utilisation Stock Control Quality Management Economic Influences</p>
Term 4	<p>Theme 1 Branding Promotion Benefits and building a strong brand How to build a strong brand Social impacts on branding Pricing Strategies Distribution</p> <p>Theme 2 Stock Control Quality Management Economic Influences</p>	<p>Revision Theme 1 Marketing Strategy Marketing Mix Product Life Cycle Market Research Boston Matrix Product Design</p> <p>Revision Theme 2 Legislation The competitive environment</p>
Term 5	<p>Theme 1 B2B, B2C, Customer Loyalty Boston Matrix Product Life Cycle Approaches to staffing Recruitment Flexible workforce Ending a contract Employer/Employee relations Training</p> <p>Theme 2 Legislation The competitive environment</p>	<p>Revision Theme 1 Branding Promotion Benefits and building a strong brand How to build a strong brand Social impacts on branding Pricing Strategies Distribution</p> <p>Revision Theme 2 Stock Control Quality Management Economic Influences</p>
Term 6	<p>Theme 1 Organisational Design 1 Organisational Design 2 Motivation 1 Motivation 2 Leadership Role of an entrepreneur Entrepreneurial motives and characteristics Running a business Intrapreneurship Objectives and Aims</p> <p>Theme 2 Corporate Objectives Corporate Strategy SWOT Analysis Impact of External Influences Growth Mergers and takeovers Reasons for staying small</p>	<p>Revision Theme 1 B2B, B2C, Customer Loyalty Boston Matrix Product Life Cycle Approaches to staffing Recruitment Flexible workforce Ending a contract Employer/Employee relations Training</p> <p>Revision Theme 2 Legislation The competitive environment</p>

