

# Business Studies @ WBS Year 12 Roadmap

## Subject Aim:

- To know and understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of developing a business.
- To create a framework across the two themes that will allow students to build upon this in Theme 3 and Theme 4 in Y13.

	THEME 1	THEME 2	ASSESSMENT
AUTUMN TERM	<p><b><u>1.1 Meeting Customer Needs</u></b> Students will focus on the different markets in which businesses operate and how that links to businesses understanding their customers through market research.</p> <p><b><u>1.2 Market</u></b> Students will focus on the different aspects of a market that a business's needs to understand and base decisions upon.</p>	<p><b><u>2.4 Resource Management</u></b> Students will focus on different types of production, productivity, capacity utilisation, stock control and quality management.</p> <p><b><u>2.5 External Influences</u></b> Students will understand what influences there on a business that is out of their control. This includes economic influences, legislation and the competitive environment.</p>	<p>Students will be assessed through key assessments at the end of each topic.</p> <p>Mock week will take place in June.</p> <p>Regular testing of knowledge and ability to answer exam questions will take place in lessons and for homework.</p>
	<p><b>THEME 1</b></p> <p><b><u>1.3 Marketing Mix and Strategy</u></b> Students will focus on the different elements of the marketing mix which include the design of a product, branding and promotion, decisions on pricing strategies &amp; distribution.</p> <p><b><u>1.4 Managing People</u></b> Students will focus on how employees work within a business, how they are recruited, the design of the organisation, how to motivate.</p>	<p><b>THEME 2</b></p> <p><b><u>2.1 Raising Finance</u></b> Students will focus on sources of finance that businesses use for investments and the creating of businesses. This links to the liability and the planning needed.</p> <p><b><u>2.2 Financial Planning</u></b> Students will focus on the financial planning that businesses need to complete including sales forecasts, budget planning and the calculations of sales, revenue, costs and break-even.</p>	<p><b>INDEPENDENT WORK</b></p> <p>Homework will be set on a regular basis and will be based on case study questions, research for an upcoming topic or completing classwork. These will be on both Theme 1 &amp; 2.</p> <p><b>REVISION</b></p> <p>Revision materials can be found on the Schools VLE</p>
SPRING TERM	<p><b>THEME 1</b></p> <p><b><u>1.5 Entrepreneurs and Leaders</u></b> Students will focus on the role and characteristics of an entrepreneur. This links to understanding crucial decisions leaders need to make, including the setting of objectives, the form of the business and how a leader can become successful.</p>	<p><b>THEME 2</b></p> <p><b><u>2.3 Managing Finance</u></b> Students will focus on how to calculate different types of profit and profit margins as well as how this can be improved. Students will also learn about how businesses manage assets and liabilities.</p>	<p><b>ENRICHMENT</b></p> <p>There is a focus on recruitment, helping students to understand how to apply for jobs.</p> <p>There is a focus on budgeting, to enhance students' own skills.</p>
SUMMER TERM			

## Where Next?

Moving to Y13 content which focuses on bigger businesses strategy planning and businesses going global. This will build upon Theme 1 & Theme 2 (which is expected by the exam board). This will be revisited through revision, homework and quizzes.

