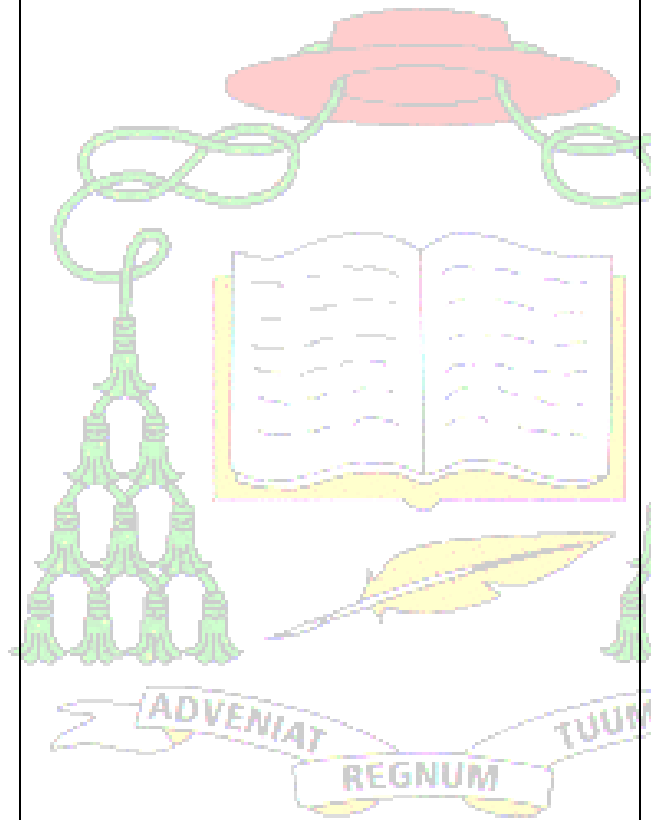


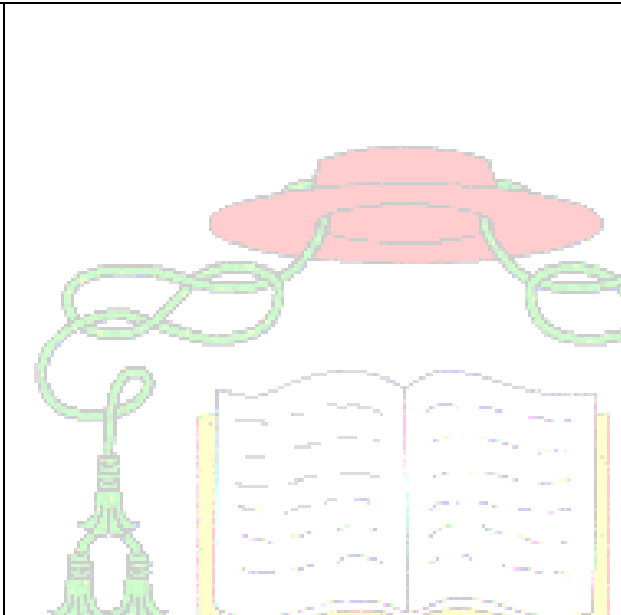
Archbishop Beck Catholic College Long Term Plan for Level 3 A Level Business

Year 12

Autumn Half Term 1	Half Term 2	Key Vocabulary/Reading Opportunities
<p>Unit 1 What is Business?</p> <ul style="list-style-type: none"> • Why Businesses Exist • Mission, Aims and Objectives • Revenue, Cost and Profit • Different Forms of Business <p>Unit 5 Finance</p> <ul style="list-style-type: none"> • Financial objectives • Profit improvement • Profit measurement • Cash flow and cash flow forecasting • Budgeting <p>OPERATIONS:</p> <p>The value of setting operational objectives</p> <p>External and internal influences on operational objectives and decisions</p> <p>Assessment week</p> <p>Interpretation of operations data and calculations</p> <p>Use of data in planning and decision making</p> <p><u>AP1 Assessment</u></p>	<p>Unit 1 What is Business?</p> <ul style="list-style-type: none"> • Different Forms of Business (cont) • Role of Shareholders • Business and the External Environment <p>Unit 5 Finance</p> <ul style="list-style-type: none"> • Break Even • Sources of Finance • Case study and examination preparation. <p>Importance of capacity labour efficiency and labour productivity (Importance of, benefits, difficulties)</p> <p>Lean production. JIT operations</p> <p>Use of technology to improve operational efficiency</p> <p>Improving Quality (importance of, methods of improving and benefits and difficulties)</p> <p>Ways and value of improving flexibility, speed of response and dependability</p> <p><u>AP 2 Assessment</u></p>	<p>BBC Learning zone clip - What is a business?</p> <ul style="list-style-type: none"> • Tutor2U - Presentation - Objectives of a new business • Tutor2U - Revision presentation - Mission, Aims, Objectives and Stakeholders • James Slocombe YouTube clip - Accounting and Finance - Profit and Revenue • BBC Two - Peter Jones meets, Series 1, Episode • Tutor2U - Revision presentation - Startup Business Structures • Tutor2U - Revision presentation - Limited liability • Tutor2U - Revision quiz - Legal structure • excellent resource to illustrate non-profit organisations: YouTube - Interview with Big Issue founder - John Bird • Business Review magazine - Volume 19 - Number 1 'Can Facebook float? • Education Portal - What are Dividends? <p>Investing in Stocks clip</p> <ul style="list-style-type: none"> • Tutor2U - Presentation - Shares • YouTube - How the stock exchange works • Tutor2U - Revision presentation - Operational objectives



- Tutor2U - Presentation - Making operational decisions
- Tutor2U - Revision presentation - Adding value and the transformation process
- Tutor2U - Worksheet - Capacity Utilisation
- YouTube - Bee Business Bee capacity utilisation
- Tutor2U - Revision presentation - Making operational decisions
- Tutor2U - Example of capacity utilisation article
- Financial objectives includes internal and external factors influencing financial objectives
- Tutor2U - Hand-out - Financial objectives - Measures
- Tutor2U - Presentation - Calculating and interpreting profit
- YouTube - Bee business bee calculating profit (5:12)
- Tutor2U - Presentation - Measuring and increasing profit
- Tutor2U - Presentation - Profit and Cash
- Tutor2U - Revision presentation - Using budgets
- Business Review magazine - Volume 20 - Number 2 'A guide to budgeting'
- YouTube (Cliqvid) - What is cash flow forecast?
- YouTube (James Slocombe) clip - Accounting and Finance - Cashflow (5:35)



- Tutor2U - Revision presentation - Forecasting Cash flows emphasis on start-ups
- YouTube (James Slocombe) clip - Accounting & Finance - Costs (4:32)
- YouTube (James Slocombe) clip - Accounting and Finance - Breakeven analysis and contribution (7:42)
- YouTube (James Slocombe) clip - Accounting & Finance - Breakeven charts (4:28)
- Tutor2U - Revision presentation - Breakeven analysis

Spring Half Term 3

Half Term 4

Key Vocabulary/Reading Opportunities

Unit 2 Management and Decision Making

- Management and Leadership
- Management Decision Making

Unit 6 Human Resources

- HR Objectives
- HR Performance
- HR Organisational design

Managing supply to match demand
 Influences of inventory held, choice of suppliers
 Managing the supply chain, Outsourcing
MARKETING:
 Value of setting marketing objectives

Unit 2 Management and Decision Making

- Decision Trees
- Stakeholders and Decision Making

Unit 6 Human Resources

- HR Motivational theorists
- HR Motivation in practice
- HR Flow
- HR Employer-employee relations

price and income elasticity of demand
 (Interpretation of, value for decision making)
 Use of data in marketing decisions and planning
 Elements of the marketing mix

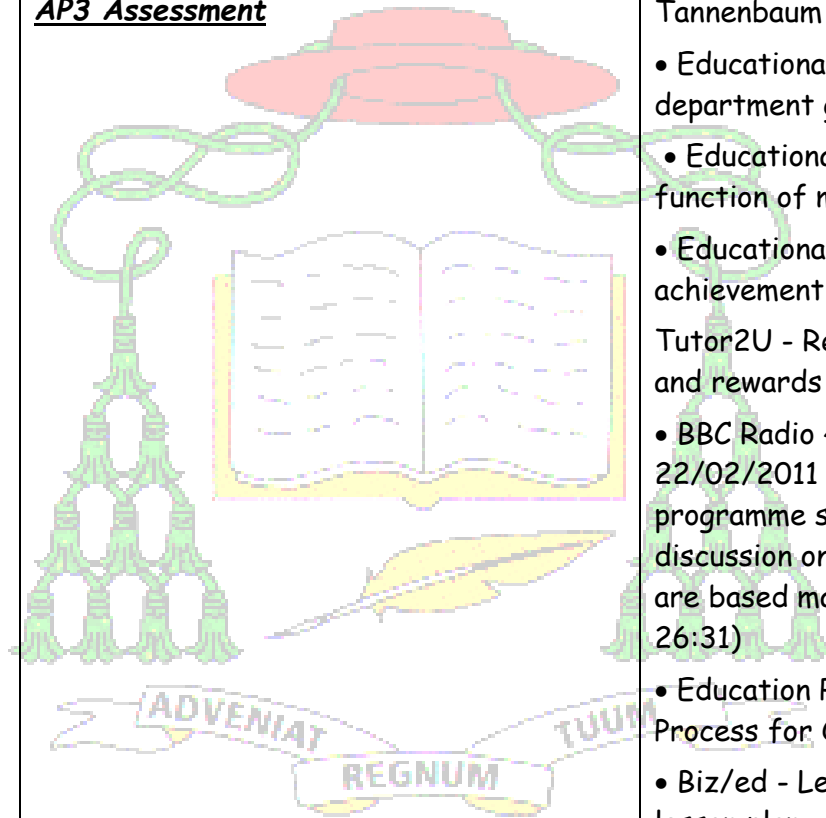
YouTube - Education Portal - Management in organisations: Top, middle and low level managers

- Education Portal - Management vs. Leadership: the difference between a manager and leader
- MindTools YouTube - What is leadership? Learn what makes a good leader
- Education Portal - The Black Mouton Managerial grid: Five leadership styles
- Education Portal - Leadership orientation: Task-orientated and People-orientated

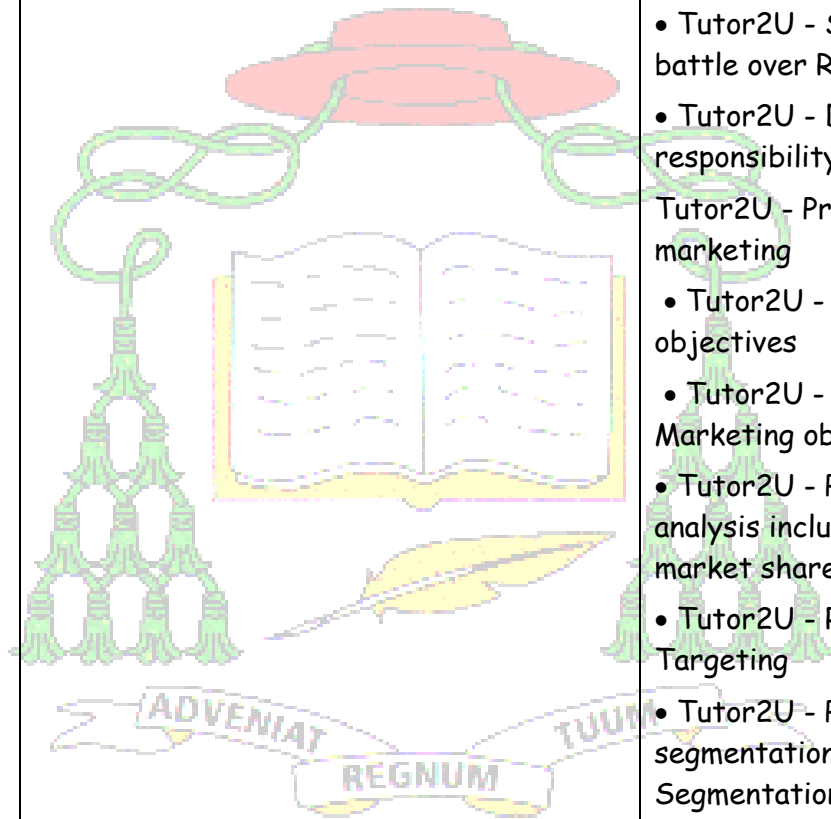
External and internal influences on marketing objectives and decisions
Value of Primary and secondary research and sampling
Interpretation of marketing data
Value of technology

Influence of changes to each element
Product, Price, Promotion, Place decisions

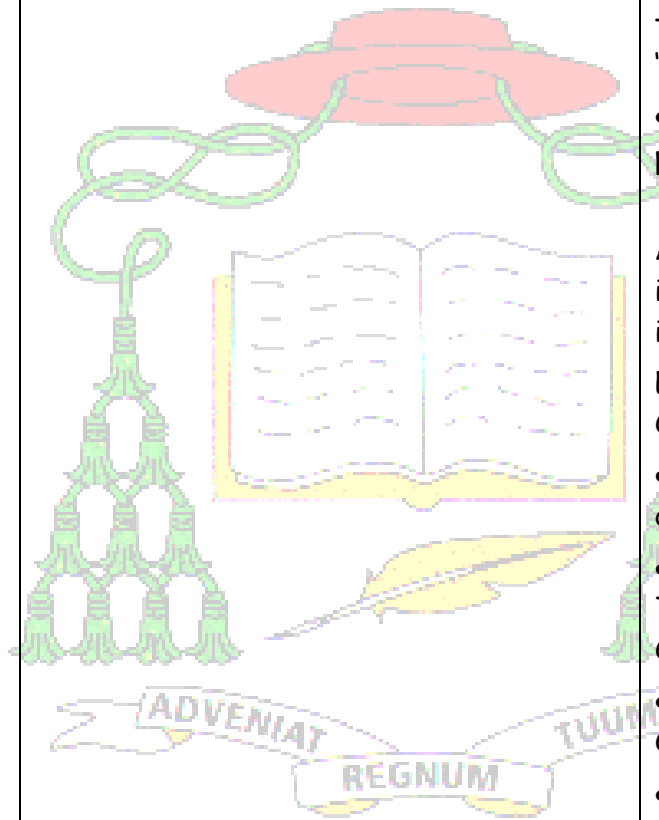
AP3 Assessment



- Tutor2U - Presentation - Leadership: Models & Styles includes the Tannenbaum Schmidt continuum • Businessballs - Tannenbaum and Schmidt continuum
- Educational Portal clip - Setting business department goals
- Educational Portal clip - Controlling as a function of management
- Educational Portal clip - Reviewing goal achievement
- Tutor2U - Revision presentation - Risks and rewards to enterprise
- BBC Radio 4 - The Bottom Line (podcast) 22/02/2011 (second part of the programme starting at 15:47; excellent discussion on whether business decisions are based mainly on data or hunch time at 26:31)
- Education Portal - The Decision Making Process for Organizations
- Biz/ed - Learning zone - Decision trees - lesson plan
- Biz/ed - Decision trees presentation
- Business Review magazine - Volume 20 - Number 1 'Risk and Reward'
- Education Portal - Decision making for managers: Certainty, risks & uncertainty
- Tutor2U - Revision presentation - Mission, Aims, Objectives and Stakeholders



- Tutor2U - Presentation - Stakeholders •
- Tutor2U - Stakeholders in business - Lesson worksheet
- Tutor2U - Stakeholder conflict in the battle over Royal Mail - article
- Tutor2U - Do businesses have a responsibility beyond profit? - debate
- Tutor2U - Presentation - Introduction to marketing
- Tutor2U - Presentation - Marketing objectives
- Tutor2U - Revision presentation - Marketing objectives
- Tutor2U - Presentation - Marketing analysis includes market size, growth and market share
- Tutor2U - Revision presentation - Targeting
- Tutor2U - Presentation - Consumer segmentation • TES - Market Segmentation
- Tutor2U - Presentation - STP Market segmentation • Tutor2U - Presentation - Product positioning
- YouTube clip (James Slocombe) - Human Resource Management
- Tutor2U What is human capital? - Importance to an organization



- The importance of human capital in business
- Tutor2U - Presentation - Introduction to HR strategies & objectives (section on 'soft' and 'hard' HRM)
- YouTube - Bee business bee Workforce planning
- YouTube clip - I'll show them who's boss: Arsenic and Old Lace (33:05) excellent illustration of 'Hard' HRM and the importance of communication in business
- Education Portal clip - Hackman and Oldham's model
- Education Portal clip - Job design: definition and purpose
- Education Portal clip - What is delegation
- Tutor2U • Revision presentation - Organisational structures (intro)
- YouTube clip (James Slocombe) - Organisational Structure (4:26)
- Education Portal clip - Organizational design and structure
- YouTube - Bee business bee organisation structure (4:54)
- Tutor2U - Presentation - Centralised and Decentralised decision making
- Education Portal clip - Authority in centralized and decentralized organisations

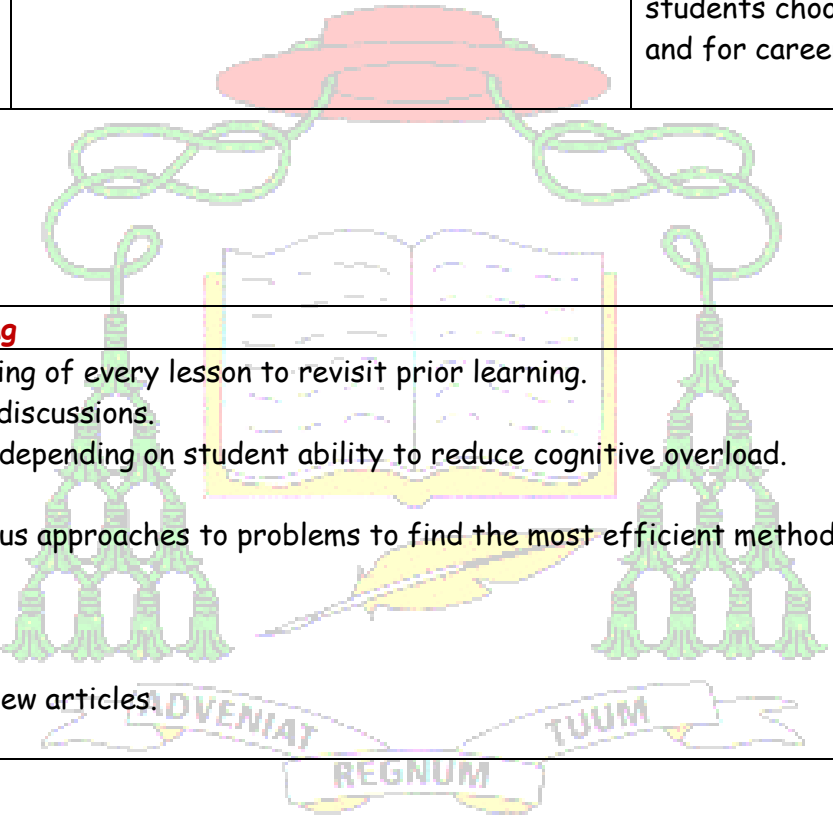
		<ul style="list-style-type: none"> • Tutor2U - Revision presentation - Improving organisation structures • Tutor2U - Quiz - Competitive structures
Summer Half Term 5	Half Term 6	Key Vocabulary/Reading Opportunities
<p>Consolidation and revision in preparation for AS exams in May.</p> <p>Decisions relating to other elements of the marketing mix (people, process and physical environment)</p> <p>Importance of and influences on an integrated marketing mix</p> <p>Value of digital marketing and ecommerce</p> <p>Revision and Exam Preparation</p>	<p>Analysing the existing internal position of a business to assess strengths and weaknesses: financial ratio analysis</p> <p>To learn about how to assess the financial performance of a business using balance sheets, income statements and financial ratios.</p> <p>To understand the value of financial ratios when assessing performance.</p> <p>Investment Appraisal</p> <p>NB - Students will be out for work experience during this term</p>	<p>YouTube clip (Clipvid) - What is a balance sheet? (1:38)</p> <ul style="list-style-type: none"> • Tutor2U - Presentation - Balance sheet basics • Bee business bee YouTube clip, income statements (6:21) • Tutor2U - Presentation - Income Statement basics • Tutor2U - Presentation - Liquidity ratios • Tutor2U - Presentation - Profitability ratios • Tutor2U - Presentation - Financial efficiency ratios • Tutor2U - Presentation - Shareholder ratios <p>Tutor2U - Presentation - Investment appraisal</p> <ul style="list-style-type: none"> • Tutor2U - Revision quiz - Investment appraisal • Tutor2U - Presentation - Investment appraisal - non discounting (Payback and ARR) • Tutor2U - Presentation - Investment appraisal - discounting method (NPV)

Year 12

Wider learning experiences to support this subject.	Learning Characteristics instilled in the curriculum	Career Opportunities
<p>Off-site business visits</p> <p>On-site guest speakers</p> <p>Parliament visit</p> <p>Subscription to Dynamic Learning online resources</p> <p>Case study resource bank</p> <p>Links to employability programme</p>	<p>Confidence The subject allows for a significant development of general knowledge.</p> <p>Development of knowledge of current affairs including the importance of political decision making and democracy.</p> <p>Develop understanding of personal and business finance and financial decision making.</p> <p>Positive Development of transferable skills including interpersonal skills, communication skills, leadership and management and the importance of decision making.</p> <p>Respectful The students have to work independently and as teams which means they have to be respectful of each other's work and offer debate on various topic areas. This allows for a tolerance of other people's views and opinions.</p>	<p>Please stipulate term and approx. date.</p> <p>Business in a very interactive subject with a curriculum that encourages external business visits as well as many internal case study investigations into real world practice.</p> <p>Student's personal experience in the business world, and in part time employment /work experience is often referred to when discussing case examples.</p> <p>Guest speakers are encouraged and often add value to a topic area. An example of this is using local businesses for the coursework so the students can gather relevant information locally.</p> <p>These interactive opportunities bring the subject to life and allow an exciting variety in teaching and learning delivery. It also ensures that different learning styles can be incorporated into the varied delivery.</p>

		The above examples allow access to too many potential future career paths, with many students choosing the subject in FE, HE and for career opportunities in the future.
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Metacognition Methods applied in Teaching

- Consolidation exercise at the beginning of every lesson to revisit prior learning.
 - Give sufficient thinking time during discussions.
 - Split topics into appropriate chunks depending on student ability to reduce cognitive overload.
 - Variation of teaching styles
 - Discussion of solutions and the various approaches to problems to find the most efficient method.
 - Modelling of extended questions
 - Modelling of coursework activities
 - Independent learning tasks.
 - Wider reading through Business review articles.
- 

Archbishop Beck Catholic College Long Term Plan for **Business**

Year 13

Autumn Half Term 1	Half Term 2	Key Vocabulary/Reading Opportunities
<p>Unit 7 - Section 1</p> <ul style="list-style-type: none"> • Mission statements • Objectives and strategy • SWOT <p>Section 3</p> <ul style="list-style-type: none"> • Non-financial performance measures • Core Competences • Kaplan and Norton's Balanced Scorecard • Elkington's TBL. <p>Section 4</p> <ul style="list-style-type: none"> • Business and the Legal Environment <ul style="list-style-type: none"> ○ Environmental ○ Competition ○ Employment Law <p>Assessing a change in scale To understand the reasons why businesses grow or retrench. To understand the difference between organic and external growth.</p>	<p>Unit 7 - Section 5</p> <ul style="list-style-type: none"> • Business and the Economy • Exchange Rates • Inflation • Emerging Markets • Globalisation • Government Policy and the Economy <ul style="list-style-type: none"> ○ Fiscal v Monetary ○ Protectionism <p>Assessing Internationalisation To learn about reasons for targeting, operating in and trading with international markets. To understand factors influencing the attractiveness of international markets. To learn about reasons for producing more and sourcing more resources abroad. To learn about ways of entering international markets and value of different methods. To learn about influences on buying, selling and producing abroad. To learn about managing international business including pressures for local</p>	<ul style="list-style-type: none"> • Tutor2U - Presentation - Mission, Aims, Objectives and Stakeholders • Tutor2U - Lesson plan - Aims and Objectives for A2 - Suggested lessons • Tutor2U - Presentation - Mission statements • Educational Portal clip - Company mission statement: definition and examples <ul style="list-style-type: none"> • YouTube clip: 'Don't write a mission statement, write a mantra' (4:33) • Tutor2U - Presentation - Introduction to strategy • Tutor2U - Presentation - Corporate and functional objectives <ul style="list-style-type: none"> • Educational Portal clip - Types of planning: Strategic, tactical, operational and contingency planning • Educational Portal clip - Planning as a function of management • YouTube clip: 'What is Good Corporate Strategy?' (4:46) • Tutor2U - Presentation - SWOT analysis • Educational Portal clip - What is SWOT analysis: situation analysis in marketing <ul style="list-style-type: none"> • Educational Portal clip - What is SWOT analysis • MindTools - Bowman's strategy

<p>To learn about how to manage and overcome the problems of growth or retrenchment.</p> <p>To learn about the impact of growth or retrenchment on the functional areas of the business.</p> <p>To assess methods and types of growth.</p> <p>Assessing innovation</p> <p>To learn about the pressures of innovation.</p> <p>To understand the value of innovation.</p> <p>To learn about ways of becoming an innovative organisation.</p> <p>To learn about how to protect innovation and intellectual property.</p> <p>To learn about the impact of an innovation strategy on the functional areas of the business.</p> <p><u>AP1 Assessment</u></p>	<p>responsiveness and pressures for cost reduction.</p> <p>To understand the impact of internationalisation for the functional areas of the business.</p> <p>Assessing greater use of digital technology</p> <p>To learn about the pressures to adopt digital technology.</p> <p>To understand the value of digital technology.</p> <p>To learn about the impact of digital technology on the functional areas of the business.</p> <p><u>AP2 Assessment</u></p>	<p>clock explained • YouTube video - Scholes 08 The Strategic Clock</p> <ul style="list-style-type: none"> • Educational Portal clip - Macroeconomic issues in business • Tutor2U - Presentation - Business and Interest Rates • BBC interest rates explained - interactive video • Tutor2U - Presentation - Business and Inflation • Tutor2U - Presentation - Exchange Rates • Tutor2U - Presentation - Business and Unemployment • Tutor2U - Presentation - Business Cycle and Economic Growth • BBC clip - What is GDP? • Tutor2U clip - Video case study - EU Legislation impact on business • YouTube clip - Europe's Businesses turn against EU's rising red tape BBC Learning zone clip - The online business (4:17) • Educational Portal clip - Technology's impact on marketing and marketers • Tutor2U - Hand-out - e-business marketing - promoting a business online (introduction) • Educational Portal clip - e-business enhanced and e-business enabled organisations
<p>Spring Half Term 3</p>	<p>Half Term 4</p>	<p>Key Vocabulary/Reading Opportunities</p>
<p>Unit 7 - Section 6</p> <ul style="list-style-type: none"> • Social and Technological Change 	<p>Unit 7 - Section 7</p> <ul style="list-style-type: none"> • The Competitive Environment 	<p>Tutor2U - Revision presentation - Business and the Technological environment</p>

- CSR
- Social Urbanisation

Managing Change

To learn about causes of pressures for change.

To understand the value of change.

To understand the value of a flexible organisation.

To understand the value of managing information and knowledge.

To learn about barriers to change.

To learn how to overcome barriers to change.

Managing organisational culture

To understand the importance of organisational culture.

To learn about the influences on organisational culture.

To learn about the reasons for and problems of changing organisational culture.

Managing strategic implementation

To learn how to implement strategy effectively.

To understand the value of leadership in strategic implementation.

To understand the value of communication in strategic implementation.

- Porters 5 Forces

Unit 7 - Section 8

- Investment Appraisal

- Payback
- ARR
- NPV

Problems with strategy and why strategies fail

To learn about difficulties of strategic decision making and implementing strategy.

To learn about planned vs emergent strategy.

To understand reasons for strategic drift.

To learn about the possible effect of the divorce between ownership and control.

To evaluate strategic performance.

To understand the value of strategic planning.

To learn about the value of contingency planning.

AP3 Assessment

- Tutor2U - Revision presentation - Social environment and Business

- Tutor2U - Presentation - Corporate Social Responsibility

- YouTube clip - What is corporate social responsibility (CSR)? (10:57)

- YouTube clip - What is Corporate Social Responsibility? (5:10)

- Slide Share - Introduction to CSR (includes Carroll's pyramid theory)

- Business Review magazine - Volume 17 - Number 3 'Twitter - The pulse of the planet?'

- Business Review magazine - Volume 18 - Number 2 'Will Facebook fail?'

- Business Review magazine - Volume 18 - Number 1 'Pay walls - The saviour for newspapers?'

- Tutor2U - Revision presentation - Porter's Five Forces

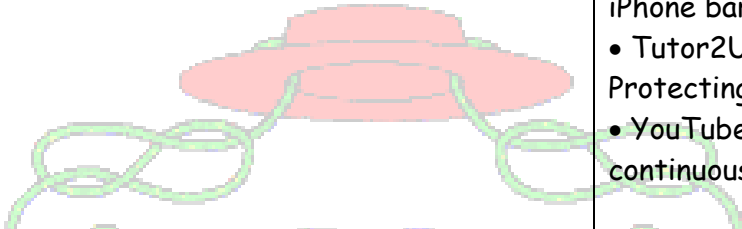

- Tutor2U - Presentation - Five Forces analysis

- MindTools video - Porter's Five Forces
- Bee business bee porters five forces explained (6:25)

- Business Review magazine - Volume 18 - Number 2 'British Airways - Managing change in a competitive market place'

- Tutor2U - Presentation - Competitive environment - five forces

- YouTube clip - Business model innovation (8:22) excellent clip

<p>To understand the importance of organisational structure in strategic implementation.</p> <p>To understand the value of network analysis in strategic implementation.</p>		<ul style="list-style-type: none"> • Tutor2U - Revision presentation - Innovation • BBC News - Patent wars: Stripping the iPhone bare (3:33) • Tutor2U - Revision presentation - Protecting a business idea • YouTube clip - Kate Keene and the continuous improvement
<p>Summer Half Term 5</p>	<p>Half Term 6</p>	<p>Key Vocabulary/Reading Opportunities</p>
<p>Unit 8 - Section 1</p> <ul style="list-style-type: none"> • Strategic Direction • Ansoff's Matrix <p>Unit 8 - Section 2</p> <ul style="list-style-type: none"> • Strategic Positioning • Bowman's Strategic Clock • Porters Strategies • Competitive Advantage <p>Consolidation and preparation for A level exams in May/June.</p>		<ul style="list-style-type: none"> • Tutor2U - Presentation - Ansoff's matrix • Tutor2U - Revision presentation - Ansoff's matrix • Bee business bee video on YouTube (Ansoff 5:35) • Tutor2U - Presentation - Marketing strategy • Tutor2U - Samsung: Boston Matrix, culture and dividend yield • Educational Portal - Competitive Advantage: the importance of strategic marketing • Tutor2U - Presentation - Generic strategies • Educational Portal clip - Types of competitive advantage: cost, product, niche and sustainable advantages • Marketing teacher - Bowman's Strategic Clock

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