

# Landau Learner Curriculum Overview

Subject: Business

Year: 12

Curriculum organisation				
Students have 10 timetabled session over the fortnight, staffed by two learning tutors, each covering Theme 1 and Theme 2 independently.				
What topics will students be studying this year? Includes links to National Curriculum, Curriculum Intent and Prior Related Learning*				
Term 1:	Term 2:	Term 3:	Term 4:	Term 5:
<p><b>Theme 1 Marketing and People:</b></p> <ul style="list-style-type: none"> <li>• <b>1.1 Meeting customer needs</b></li> </ul> <p>Markets are made up of buyers and sellers. Successful businesses will be part of a market that is different in size and character, and affected by change. Within markets, customers have needs and wants. Needs like water are unavoidable. Wants are different in the sense that the consumer will have some choice about them. So a successful product or service and therefore business will most likely benefit from effective market research to enable the business to provide consumers with the choices that meet their needs and wants. Furthermore, a successful business will position itself in a market in such a way as to ensure effective sales in what may be a very competitive environment.</p> <ul style="list-style-type: none"> <li>• <b>1.1.1 The Market</b></li> <li>• <b>1.1.2 Market Research</b></li> <li>• <b>1.1.3 Market positioning</b></li> </ul>	<p><b>Theme 1 Marketing and People:</b></p> <ul style="list-style-type: none"> <li>• <b>1.2 The Market</b></li> </ul> <p>This section focuses on the interaction between buyers (consumers) and sellers (producers) and explores the factors that affect demand and supply, determining price levels and sales. The sensitivity of demand to price changes and changes in income provide opportunities for demonstrating quantitative skills.</p> <ul style="list-style-type: none"> <li>• <b>1.2.1 Demand</b></li> <li>• <b>1.2.2. Supply</b></li> <li>• <b>1.2.3 The Markets</b></li> <li>• <b>1.2.4 Price Elasticity of Demand</b></li> <li>• <b>1.2.5 Income Elasticity of Demand</b></li> </ul>	<p><b>Theme 1 Marketing and People</b></p> <ul style="list-style-type: none"> <li>• <b>1.3 Marketing mix and strategy</b></li> </ul> <p>In this topic, the appropriate nature of the marketing mix (the 4Ps – product, promotion, price and place) for new or existing products or services should be explored. Students should also consider how social trends may affect the marketing mix; the Boston Matrix, the product life cycle and its related sales extension strategies, with reference to product and promotional methods; and marketing strategies that relate to niche, mass, business to business (B2B) or business to consumer (B2C) marketing, and the benefits and limitations of these strategies</p> <ul style="list-style-type: none"> <li>• <b>1.3.1 Product Service Design</b></li> <li>• <b>1.3.2 Branding and Promotion</b></li> <li>• <b>1.3.3 Pricing Strategies</b></li> <li>• <b>1.3.4 Distribution</b></li> <li>• <b>1.3.5 Marketing Strategy</b></li> </ul>	<p><b>Theme 1 Marketing and People:</b></p> <ul style="list-style-type: none"> <li>• <b>1.4. Managing people</b></li> </ul> <p>Managing people In this section the focus is on human resource issues, with consideration of how employees can be effectively recruited, deployed, developed and trained, motivated, managed and led.</p> <ul style="list-style-type: none"> <li>• <b>1.4.1 Approaches to Staffing</b></li> <li>• <b>1.4.2 Recruitment, Selection and Training</b></li> <li>• <b>1.4.3 Organisational Design</b></li> <li>• <b>1.4.4 Motivation in Theory and Practice</b></li> <li>• <b>1.4.5 Leadership</b></li> </ul>	<p><b>Theme 1 Marketing and People:</b></p> <ul style="list-style-type: none"> <li>• <b>1.5 Entrepreneurs and Leaders</b></li> </ul> <p>This topic focuses on how people set up and succeed in operating their own business and the constraints they might face in doing so. Students will also consider the people skills and personal qualities that entrepreneurs will most likely need to succeed; what drives people to set up their own business; business objectives; and the various forms of business ownership and the choices which typically face owners of a business.</p> <ul style="list-style-type: none"> <li>• <b>1.5.1 Role of an Entrepreneur</b></li> <li>• <b>1.5.2 Entrepreneurial motives and characteristics</b></li> <li>• <b>1.5.3 Business objectives</b></li> <li>• <b>1.5.4 Forms of business</b></li> <li>• <b>1.5.5 Business choices</b></li> <li>• <b>1.5.6 Moving from entrepreneur to leader</b></li> </ul>

<p><b>Theme 2 - Managing business activities:</b></p> <ul style="list-style-type: none"> <li><b>2.1 Raising finance</b> Students are expected to understand the distinction between internal and external sources of finance and be able to ascertain which sources of finance are suitable for different situations and different types of business organisation. For example, a sole trader would not be able to access share capital because of the legal status of the organisation. Equally, a start-up business would not be able to sell assets or use retained profit, since the business has only just come into existence. Students should be able to assess which source(s) of finance are most applicable to any given situation and explain the reasons behind their selection. More often than not there will be a range or blend of sources of finance that the student could choose; for example, purchasing raw materials could be financed by trade credit or an overdraft, but is unlikely to be funded via a bank loan. Students should be able to articulate advantages and disadvantages of various methods and sources of finance.</li> </ul> <p><b>2.1.1 Internal finance</b> <b>2.1.2 External finance</b> <b>2.1.3 Liability</b> <b>2.1.4 Planning</b></p>	<p><b>Theme 2 - Managing business activities:</b></p> <ul style="list-style-type: none"> <li><b>2.2 Financial planning</b> This topic is linked to 2.1 in that financial planning is one method that helps to reduce the risk of business failure. In turn, this helps to increase the range of methods/sources of finance that the business can gain access to and helps to minimise the disadvantages of accessing those sources of finance, (for example, lower interest rates on a bank loan).</li> </ul> <p><b>2.2.1 Sales forecasting</b> <b>2.2.2 Sales, revenue and costs</b> <b>2.2.3 Break-even</b> <b>2.2.4 Budgets</b></p>	<p><b>Theme 2 - Managing business activities:</b></p> <ul style="list-style-type: none"> <li><b>2.3 Managing Finance</b> This topic considers the different ways in which profit can be measured and the distinction between cash and profit. Students should be familiar with statements of comprehensive income and statements of financial position. There are links in this topic to 3.5.1 (Interpretation of financial statements) and 3.5.2 (Ratio analysis). Accounting ratios need to be learnt as these are not provided in the final exams.</li> </ul> <p><b>2.3.1 Profit</b> <b>2.3.2 Liquidity</b> <b>2.3.3 Business Failure</b></p>	<p><b>Theme 2 - Managing business activities:</b></p> <ul style="list-style-type: none"> <li><b>2.4 Resource management</b> This sub-theme focuses on methods of allowing the business to operate at maximum efficiency in order to minimise the average total cost of production. It also considers different stock control (inventory) techniques with a view point towards maximising the use of the business's resources. Quality is also considered since this should not fall as a consequence of improved efficiency.</li> </ul> <p><b>2.4.1 Production, productivity and efficiency</b> <b>2.4.2 Capacity Utilisation</b> <b>2.4.3 Stock Control</b> <b>2.4.4 Quality Management</b></p>	<p><b>Theme 2 - Managing business activities:</b></p> <ul style="list-style-type: none"> <li><b>2.5 External Influences</b> This topic requires students to consider the impacts of the economy and legislation on a business. Students are not required to have an in-depth understanding of legislation, but should focus on the effect new laws may have on the business.</li> </ul> <p><b>2.5.1 Economic influences</b> <b>2.5.2 Legislation</b> <b>2.5.3 The competitive environment</b></p>
<p><b>Prior learning GCSE:</b></p> <ul style="list-style-type: none"> <li>Market research</li> <li>Market positioning</li> <li>Market Share and size</li> </ul>	<p><b>Prior learning GCSE:</b></p> <ul style="list-style-type: none"> <li>Marketing mix</li> <li>Sales, Revenue and Cost</li> <li>Break even analysis</li> </ul>	<p><b>Prior learning GCSE:</b></p> <ul style="list-style-type: none"> <li>Risk and Reward</li> <li>Design Mix</li> <li>Marketing Mix</li> </ul>	<p><b>Prior learning GCSE:</b></p> <ul style="list-style-type: none"> <li>Motivation</li> <li>Recruitment, selection and training</li> </ul>	<p><b>Prior learning GCSE:</b></p> <ul style="list-style-type: none"> <li>Entrepreneurs</li> <li>Types business ownership</li> <li>Economic influences</li> </ul>

<ul style="list-style-type: none"> <li>• Customers' needs/wants</li> <li>• Internal and external sources of finance</li> <li>• Cash –flow</li> <li>• Business Plans</li> </ul>			<ul style="list-style-type: none"> <li>• Organisational structure</li> <li>• Methods of production</li> <li>• Stock control</li> <li>• Quality management</li> </ul>	<ul style="list-style-type: none"> <li>• Legislation</li> </ul>
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<b>Equipment needed for sessions:</b>	<b>What can you do to support your child?</b>
<ul style="list-style-type: none"> <li>• Business folder</li> <li>• Calculator</li> <li>• Lined Paper</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure homework tasks are completed – these will always be recorded on Show My Homework and students will receive feedback on these to help them improve.</li> <li>• Encourage engagement in current business affairs. Read a quality newspaper/news website, to ensure they stay up to date with Business related current affairs. Get BBC and Sky news apps.</li> <li>• Share what you know about local business activity</li> </ul>
<b>How will learning be assessed and progress measured?</b>	<b>Extension and enrichment activities:</b>
<ul style="list-style-type: none"> <li>• Regular exam based assessments</li> </ul>	