



# Year 12 Business



What have students at St. Crispin's been taught to understand and be able to do?

## Core Knowledge

### What is business?

This unit builds on what has been learned at GCSE. New knowledge of public ownership and different types of shares is introduced. Students will gain further insights into the process of forming companies and the different tax structures.

### Managers, leadership and decision making.

This element is new to students as it was not part of the GCSE syllabus. Students learn management models such as Blake and Mouton. Decision trees are investigated and evaluated.

**Marketing.** The marketing mix and market research is taken to the next level. Students also learn about elasticity and segmentation and well as analysing marketing data. Marketing models such as the Boston Matrix and SWOT are studied.

**Operations.** Knowledge of production techniques learned at GCSE is extended and new elements are studied such as stock control and quality assurance.

**Financial performance.** Simple profit margins and accounting are introduced before being developed in unit 5. Budgeting is introduced to students.

**Human Resources.** This is a diverse unit extending knowledge learned at GCSE of human resource management. Motivational theories such as Maslow and Herzberg are studied as well as industrial relations.

## Core Skills

- use business terminology to identify and explain business activity
- apply business concepts to familiar and unfamiliar contexts
- develop problem-solving and decision-making skills relevant to business
- investigate, analyse and evaluate business opportunities and issues
- make justified decisions using both qualitative and quantitative data, including its selection, interpretation, analysis and evaluation and the application of appropriate quantitative skills
- use spreadsheets to create financial accounts – students will develop skills involving setting out spreadsheets and using formulae
- Develop reading and comprehension skills as students are required to regularly read and keep up to date with a range of business case studies.



# Year 12 Business continued



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## Core Knowledge

**Strategic internal position.** This is a longer unit of study as includes;

- Accounting
- Investment Appraisal
- Economy
- Competition
- Mission and strategy
- Political and Legal change
- Social and technical change

**Strategic direction and positioning.** Students will be able to study strategies of a range of larger business and look at the works of Porter and Ansoff.

**Strategic methods.** This is another wide ranging unit covering aspects such as;

- Changes in scale
- Innovations
- Internationalisation
- Digital technology

**Managing strategic change and culture.** Project management in the form of critical path analysis is studied within the unit as well as business culture and a deeper look at leadership.



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