

## Teaching and Learning Content: Business Studies Year Group: 12

### Autumn Term

#### Unit 1: The business environment

##### Key Questions:

- What types of business ownerships exist?
- Why do businesses have different purposes?
- What different types of stakeholders exist for a business?
- How can stakeholders influence the activity of businesses?
- How are different organisations organised?
- How can the external environment impact on business organisations?
- How might in the future organisations be affected by the external environment?

##### Students will:

- **Students will know the range of different business and their ownership.**
- **Students will understand how businesses are organised to achieve their purposes.**
- **Students will know the impact of the economic environment on businesses.**
- **Students will know how political, legal and social factors impact on business.**

### Spring Term

#### Unit 3: Introduction to Marketing

##### Key Questions:

- What different marketing techniques are used to market products?

- How effectively are marketing techniques used by organisations?
- How might the marketing activities of organisations be limited and restricted?
- What different research methods may an organisation use, and why?
- How might organisations be limited to the market research it carries out?
- Is all market research valid?
- How and why are certain groups targeted for selected products?
- What is a marketing mix?
- How can a marketing mix be developed to target specific customers?

**Students will:**

- **Students will know the role of marketing in organisations.**
- **Students will be able to use marketing research and marketing planning.**
- **Students will understand how and why consumer groups are targeted.**
- **Students will be able to develop a coherent marketing mix.**

**Summer term**

**Unit 2: Business Resources**

**Key Questions:**

- What different recruitment documents are required by an organisation?
- How can the management of resources impact on the performance of businesses?
- Can effective management of resources improve the performance of a business?
- What are the key skills needed when applying for a job?
- How can a business receive money?
- How do you create a trading profit and loss account?
- How can account ratios be used to monitor the financial performance of a business?
- Why do businesses need to budget and monitor costs?
- How can you tell if a business is performing well financially?

**Students will:**

- **Students will know how human resources are managed.**
- **Students will know the purpose of managing physical and technological resources.**
- **Students will know how to access sources of finance.**
- **Students will be able to interpret financial statements.**

**Suggested resources to support your child's learning:**

**Assignment briefs on the portal**

**PowerPoint presentations (guidance) on the portal**

[www.businessstudiesonline.com](http://www.businessstudiesonline.com)

[www.tesco.com](http://www.tesco.com)

[www.hsbc.co.uk](http://www.hsbc.co.uk) (other banks)

[www.businesslink.com](http://www.businesslink.com)

[www.bbc.co.uk](http://www.bbc.co.uk)

[www.bized.co.uk](http://www.bized.co.uk)