

| | Content | |
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| | Teacher 1 | Teacher 2 |
| Y12 Autumn Term | <p>What is business? Understanding the nature and purpose of business Understanding different business structures Understanding that businesses operate within an external environment</p> <p>Decision making to improve financial performance Setting financial objectives Analysing financial performance Making financial decisions: sources of finance Making financial decisions: improving cash flow and profits</p> | <p>Managers, leadership and decision making - Understanding management, leadership and decision making Understanding the role and importance of stakeholder</p> <p>Decision making to improve human resource performance Setting human resource objectives Analysing human resource performance</p> |
| Y12 Spring Term | <p>Decision making to improve Operational performance Setting operational objectives Analysing operational performance Making operational decisions to improve performance: increasing efficiency and productivity Making operational decisions to improve performance: improving quality Making operational decisions to improve performance: managing inventory and supply chains</p> | <p>Making human resource decisions: improving motivation and engagement Making human resource decisions: improving employer-employee relations</p> <p>Decision making to improve Marketing performance Setting marketing objectives Understanding markets and customers Making marketing decisions: segmentation, targeting, positioning Making marketing decisions: using the marketing mix</p> |
| Y12 Summer Term | <p>Examination preparation</p> <p>A2 Analysing the strategic position of a business to assess strengths and weaknesses Mission, corporate objectives and strategy</p> | <p>Examination preparation</p> |
| Y13 Autumn Term | <p>financial ratio analysis overall performance political and legal change social and technological the competitive environment</p> <p>Analysing strategic options: investment appraisal Choosing strategic direction Strategic direction: choosing which markets to compete in and what products to offer Strategic positioning: choosing how to compete</p> | |

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| Y13 Spring Term | <p>Choosing strategic direction Strategic direction: choosing which markets to compete in and what products to offer Strategic positioning: choosing how to compete Strategic methods: how to pursue strategies Assessing a change in scale Assessing innovation</p> <p>Managing strategic change Managing change Managing organisational culture Managing strategic implementation Problems with strategy and why strategies fail Examination preparation</p> | |
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