



Year 12 Business Studies Learning Journey

YEAR GROUP: Year 12 A-level Learning Map

SUBJECT: Alevel Business

When?	Understanding	Knowledge	Assessment
<p>Autumn Half Term 1</p>	<p>This should include an overview of the unit and what will be studied:</p> <p>This component focuses on new business start-ups and small and medium sized enterprises (SMEs). The content in this section is based around the concept of starting a new business and the issues that surround the process of planning a new business. In addition to covering the main concepts of setting up a new business, learners should be aware of other types of business organisations and the markets they operate in and their various stakeholders.</p> <p>The topics that will be covered include:</p> <ul style="list-style-type: none"> • Enterprise • Business plans • Markets <p>This component focuses on new business start-ups and small and medium sized enterprises</p>	<p>Enterprise</p> <ul style="list-style-type: none"> • Explain the meaning of enterprise and SMEs • Explain how satisfying needs and wants can give opportunities to entrepreneurs • Identify business opportunities • Explain the role of the entrepreneur in creating, setting up, running and developing a business • Explain the financial and non-financial motives of entrepreneurs • Explain the characteristics and skills of entrepreneurs • Explain the importance of entrepreneurs and SMEs to the primary, secondary and tertiary sectors of the UK economy • Evaluate the impact of entrepreneurs and SMEs on businesses and the economy • Identify the various stakeholders who are affected by a business 	<ul style="list-style-type: none"> • Students are assessed through homework task, every three weeks one piece of homework is to be deep marked by subject teacher • Students classwork is also marked every two weeks • Students are required to self and peer assess and then improve on the work that they have completed • They are required to complete a formal assessment once every six weeks, which will assess the content and the skills which have been covered within the lessons from that half term • Mini assessment <p>• Students are assessed through homework task, every</p>

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	<p>(SMEs). The content in this section is based around the concept of starting a new business and the issues that surround the process of planning a new business. In addition to covering the main concepts of setting up a new business, learners should be aware of other types of business organisations and the markets they operate in and their various stakeholders.</p> <p>Learners will be expected to be familiar with current issues in business and be able to investigate, analyse and evaluate contemporary business issues, whilst recognising how businesses adapt to operate in a dynamic business environment.</p> <p>Learners will gain an understanding of the important role played by small businesses in the economy and the opportunities that exist for entrepreneurs, as well as the importance of established businesses and not-for-profit organisations in providing goods and services.</p> <p>This component focuses on new business start-ups and small and medium sized enterprises (SMEs). The content in this section is based around the concept of starting a new business and the issues that surround the process of</p>	<p>Business plans</p> <ul style="list-style-type: none"> • Explain the purpose and main components of a business plan • Evaluate the importance of a business plan • Identify the main sources of information and guidance available to entrepreneurs <p>Markets</p> <ul style="list-style-type: none"> • Explain what is meant by a market and competition • Identify different types of market, including local/global, mass/niche, trade/consumer, product/service and seasonal • Analyse and interpret market data, including market size, market share and market trends • Explain what is meant by market segmentation • Explain how markets are segmented • Evaluate the importance and impact of segmentation to a business and its customers • Understand that different markets have differing degrees of competition, ranging from perfect competition to monopoly • Explain the features of perfect competition, 	<p>three weeks one piece of homework is to be deep marked by subject teacher</p> <ul style="list-style-type: none"> • Students classwork is also marked every two weeks • Students are required to self and peer assess and then improve on the work that they have completed • They are required to complete a formal assessment once every six weeks, which will assess the content and the skills which have been covered within the lessons from that half term • Mini assessment <p>• Students are assessed through homework task, every three weeks one piece of homework is to be deep marked by subject teacher</p> <p>• Students classwork is also marked every two weeks</p>

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	<p>planning a new business. In addition to covering the main concepts of setting up a new business, learners should be aware of other types of business organisations and the markets they operate in and their various stakeholders.</p> <p>Learners will be expected to be familiar with current issues in business and be able to investigate, analyse and evaluate contemporary business issues, whilst recognising how businesses adapt to operate in a dynamic business environment.</p> <p>Learners will gain an understanding of the important role played by small businesses in the economy and the opportunities that exist for entrepreneurs, as well as the importance of established businesses and not-for-profit organisations in providing goods and services.</p> <p>This component focuses on new business start-ups and small and medium sized enterprises (SMEs). The content in this section is based around the concept of starting a new business and the issues that surround the process of planning a new business. In addition to covering the main concepts of setting up a new business, learners should be aware of other types of</p>	<p>monopolistic competition, oligopoly and monopoly and their impact on business behaviour</p> <ul style="list-style-type: none"> • Understand the reasons why consumers sometimes need protection from exploitation from businesses • Explain what is meant by demand, supply and equilibrium • Understand the importance of demand and supply in the market • Explain the factors that lead to a change in demand and supply • Explain how a change in demand and supply can impact on price and quantity • Construct and interpret demand and supply diagrams • Understand the factors that cause the demand and supply curves to shift and the effect this has on equilibrium price and quantity • Analyse and evaluate factors which affect demand and supply and equilibrium • Understand the concept of price and income elasticity of demand (learners are not required to do calculations) • Explain the nature of inferior, normal and 	<ul style="list-style-type: none"> • Students are required to self and peer assess and then improve on the work that they have completed • They are required to complete a formal assessment once every six weeks, which will assess the content and the skills which have been covered within the lessons from that half term • Mini assessment <ul style="list-style-type: none"> • Students are assessed through homework task, every three weeks one piece of homework is to be deep marked by subject teacher • Students classwork is also marked every two weeks • Students are required to self and peer assess and then improve on the work that they have completed

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	business organisations and the markets they operate in and their various stakeholders.	luxury goods	<ul style="list-style-type: none">• They are required to complete a formal assessment once every six weeks, which will assess the content and the skills which have been covered within the lessons from that half term• Mini assessment

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<p>Autumn Half Term 2</p>	<p>This should include an overview of the unit and what will be studied:</p> <p>This component focuses on new business start-ups and small and medium sized enterprises (SMEs). The content in this section is based around the concept of starting a new business and the issues that surround the process of planning a new business. In addition to covering the main concepts of setting up a new business, learners should be aware of other types of business organisations and the markets they operate in and their various stakeholders.</p> <ul style="list-style-type: none"> • Market research • Business structure • Business location <p>This component focuses on new business start-ups and small and medium sized enterprises</p>	<p>Market reserach</p> <ul style="list-style-type: none"> • Explain what is meant by market research • Explain the value of carrying out market research • Distinguish between primary and secondary market research • Evaluate the use of market research to business and its stakeholders • Distinguish between qualitative and quantitative data • Explain the different methods of primary and secondary research available to businesses • Explain the issues involved in selecting the most appropriate method of market research • Evaluate the use of the different methods of primary and secondary research • Interpret and evaluate quantitative and qualitative research • Explain what is meant by sampling • Explain the difference between random and quota sampling methods • Understand the need to avoid bias in market research • Evaluate the usefulness of sampling for a business and its stakeholders 	<ul style="list-style-type: none"> • Students are assessed through homework task, every three weeks one piece of homework is to be deep marked by subject teacher • Students classwork is also marked every two weeks • Students are required to self and peer assess and then improve on the work that they have completed • They are required to complete a formal assessment once every six weeks, which will assess the content and the skills which have been covered within the lessons from that half term • Mini assessment <ul style="list-style-type: none"> • Students are assessed through homework task, every three weeks one piece of homework is to be deep marked by subject teacher

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	<p>and the issues that surround the process of planning a new business. In addition to covering the main concepts of setting up a new business, learners should be aware of other types of business organisations and the markets they operate in and their various stakeholders.</p> <p>Learners will be expected to be familiar with current issues in business and be able to investigate, analyse and evaluate contemporary business issues, whilst recognising how businesses adapt to operate in a dynamic business environment.</p> <p>Learners will gain an understanding of the important role played by small businesses in the economy and the opportunities that exist for entrepreneurs, as well as the importance of established businesses and not-for-profit organisations in providing goods and services.</p>	<p>for a business</p> <p>Business location</p> <ul style="list-style-type: none"> • Explain the factors that need to be considered when locating a new business • Analyse these factors in relation to the needs of the business • Evaluate the choice of different locations for a new business 	<p>improve on the work that they have completed</p> <ul style="list-style-type: none"> • They are required to complete a formal assessment once every six weeks, which will assess the content and the skills which have been covered within the lessons from that half term • Mini assessment