



Year 12 Business Studies Learning Journey

YEAR GROUP: Year 12 Learning Map

SUBJECT: A level Business – Component 2

When?	Understanding	Knowledge	Assessment
<p>Autumn Half Term 1 6 Weeks</p>	<p>This component broadens the context for learners and will include all types of business organisations, ranging from recently formed small businesses to well-established multinational companies. Learners need to understand that, in order to succeed in a competitive market, all businesses have to consider the core functions of business.</p> <p>Learners will need to study the content areas below:</p> <ul style="list-style-type: none"> • Marketing • Finance • People in organisations (human resources) • Operations management. 	<p>Marketing</p> <p>Explain the purpose of marketing and its importance to different types of business organisation in different situations</p> <p>Explain what is meant by market orientation, product orientation and asset-led marketing</p> <p>The marketing mix</p> <p>Explain what is meant by the marketing mix</p> <p>Product</p> <p>Explain what is meant by product, product portfolio, brand, unique selling point (USP) and differentiation</p>	<p>Formal assessment</p> <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>Other in subject assessments that will happen</p>

When?	Understanding	Knowledge	Assessment
		<p>Evaluate the importance of having the right product(s) to a business and its stakeholders</p> <p>Explain what is meant by the product life cycle</p> <p>Explain the stages in the product life cycle</p> <p>Explain what is meant by an extension strategy</p> <p>Construct and interpret a product life cycle diagram including extension strategies</p> <p>Evaluate the impact of extension strategies on a business</p> <p>Explain the relationship between the product life cycle and cash flow</p> <p>Analyse product life cycles and extension strategies for different businesses, products and markets</p> <p>Evaluate the use of the product life cycle to a business and its stakeholders</p>	

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		<p>Explain how the Boston matrix can be used to manage a product portfolio</p> <p>Evaluate the use of the Boston matrix to a business and its stakeholders</p> <p>Price</p> <p>Explain the different strategies used by businesses to determine the appropriate price for a product including penetration, skimming, costplus, competitive, psychological and contribution</p> <p>Understand how different types of business organisations in different situations will use different pricing strategies</p> <p>Evaluate the importance for a business of selecting the most appropriate pricing strategy</p> <p>Evaluate the impact of pricing decisions on a business and its stakeholders</p>	

When?	Understanding	Knowledge	Assessment
		<p>Promotion</p> <p>Explain what is meant by promotion</p> <p>Explain the different above the line and below the line strategies used by businesses to promote their products</p> <p>Understand how different types of business organisations in different situations will use a range of different promotional strategies</p> <p>Explain the importance for a business of selecting the most appropriate promotional strategy</p> <p>Evaluate the impact of selecting the right promotional strategy on a business and its stakeholders</p>	

When?	Understanding	Knowledge	Assessment
<p>Autumn Half Term 2</p> <p>5 Weeks</p>		<p>Place</p> <p>Explain what is meant by place</p> <p>Explain the different distribution channels used by businesses</p> <p>Explain what is meant by multi-channel distribution</p> <p>Explain the importance for a business of selecting the most appropriate distribution channel/s</p> <p>Evaluate the impact of selecting the right distribution channel/s on a business and its stakeholders</p> <p>Decisions about the marketing mix</p> <p>Understand the importance of global marketing and global brands</p> <p>Explain how the marketing mix will differ in different contexts including, local, national or global markets, goods</p>	<p>Formal assessment</p> <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 • AS style question assessment on Marketing Mix <p>Other in subject assessments that will happen</p>

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		<p>or services markets, size of business, niche or mass markets and market structure</p> <p>Evaluate the marketing mix in different contexts</p> <p>New technology</p> <p>Explain how new technology is used in marketing, including the role of digital media, social media, e-tailing and m-commerce</p> <p>Explain the impacts of new technology on existing businesses such as high street retailers</p> <p>Evaluate the impact of new technology on the marketing activities of businesses and its stakeholders</p>	