



Year 13 Business Studies Learning Journey

YEAR GROUP: Year 13 Learning Map

SUBJECT: Alevel Business Component 2

| When? | Understanding | Knowledge | Assessment |
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| <p>Autumn Half Term 1</p> | <p>Component 2 builds on the theory introduced in Component 1. As the title suggests, the emphasis in this component is on understanding and using analytical techniques and developing appropriate business strategies.</p> <p>Learners need to understand, construct and analyse a range of decision-making models and investment appraisal methods used by businesses to decide on their strategy.</p> <p>Learners need to develop analytical skills to investigate business opportunities and problems in a number of different contexts and evaluate a range of quantitative and qualitative data to suggest possible</p> | <p>Data analysis Present, interpret and analyse data, including pie charts, histograms and index numbers</p> <p>Market analysis Analyse quantitative and qualitative research data in order to better understand the position of the business in the market and the requirements of customers at present and in the future Calculate price and income elasticity of demand Interpret numerical values of price and income elasticity of demand Evaluate the impact of changes in price and income on business revenue</p> <p>Sales Forecasting Explain what is meant by sales forecasting Explain the usefulness of sales forecasting and the factors that can affect its reliability Understand that sales</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 <p>Mini assessment</p> |

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| | <p>strategic responses from businesses. Learners will need to study the content areas below:</p> <ul style="list-style-type: none"> • Data analysis • Market analysis • Sales forecasting • Analysing financial performance • Analysing non-financial performance | <p>forecasting includes quantitative and qualitative techniques Calculate a three-point moving average Create a scatter graph and a line of best fit Use extrapolation to predict future developments Interpret information from time-series analysis Understand that correlation can be positive, negative or non-existent Evaluate the usefulness of time-series analysis for a business and its stakeholders Explain qualitative forecasting techniques including, intuition, brainstorming and the Delphi method Evaluate the advantages and disadvantages of using qualitative forecasting</p> | |

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| Autumn Half Term 2 | | <p>This should include the titles of the various units What will the students produce What will the students know Key vocabulary</p> <p>Analysing Financial Performance Explain what is meant by a budget variance Calculate budget variances Analyse budgets and budget variances Evaluate the use and impact of budgets and budget variances for a business and its stakeholders Explain the main components of a balance sheet and the way that it is constructed Explain what is meant by working capital, capital employed and depreciation Calculate working capital, capital employed (long-term liabilities and shareholders' capital) and depreciation (the straight line method only) Interpret and analyse a balance sheet Calculate and interpret return on capital employed (ROCE) Calculate and interpret the current ratio and acid test ratio Calculate and interpret the gearing ratio (long-term</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 <p>Mini assessment</p> |

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| | | <p>liabilities/capital employed) Analyse the trading, profit and loss account (the income statement) and the balance sheet in order to assess the financial performance of a business Consider business accounts in relation to previous years and other businesses Evaluate the financial position of a business Understand that accounts can be affected by window-dressing and other factors, such as changes in demand and inflation</p> <p>Analysing Non-Financial Methods</p> <p>Explain how non-financial measures, including customer attitude surveys, employee attitude surveys, market share, productivity and a company's environmental record, can be used to evaluate performance</p> <p>Aims and objectives</p> <p>Explain the role of vision statements and their relationship to a business' aims</p> <p>Explain how objectives are used by a business in order to achieve its aims</p> | |

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| | | <p>Explain what is meant by SMART objectives Explain the role and purpose of mission statements Evaluate vision statements, objectives and mission statements and their impact on a business and its stakeholders</p> <p>Strategy and implementation</p> <p>Understand the relationship between objectives and strategy Explain the meaning of strategy including corporate strategy, strategic direction, divisional strategy and functional strategy Explain the relationship between strategy and tactics Explain the purpose of corporate plans Apply a SWOT analysis to a specific business Apply Porter's Five Forces framework to a specific business Evaluate business strategy and corporate plans Explain the nature and purpose of the Ansoff matrix Apply the Ansoff matrix to different businesses Evaluate the usefulness of the Ansoff matrix to businesses Explain what is meant by horizontal and vertical integration</p> | |

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| | | <p>Explain the advantages and disadvantages of horizontal and vertical integration Explain the difference between organic and external growth Analyse the advantages and disadvantages of organic growth Analyse the advantages and disadvantages of different methods of external growth including mergers and takeovers Explain the nature and purpose of franchising as a method of growth Evaluate different methods that businesses can use to achieve growth Explain what is meant by rationalisation Explain the factors that affect decisions about location/relocation and rationalisation Evaluate the impact of the choice of location/relocation and rationalisation on a business and its stakeholders Explain what is meant by outsourcing production Evaluate the arguments for and against outsourcing production</p> | |