

A Level Business

AS – YEAR 1 SCHEME OF WORK

ST JOSEPH'S COLLEGE
MRS SHAW AND MRS GATER
2022/2023

AQA A level Business Studies Scheme of Work

ALLOCATION OF TEACHING HOURS

Autumn Term A Approx hours	Topic Area	Learning outcomes - students should be able to:	Possible Resources	Assessments
LSH 2 weeks	<p>3.1.1 understanding the nature and purpose of business</p> <ul style="list-style-type: none"> • To understand why businesses exist • To understand the relationship between mission and objectives • To examine common business objectives • To understand why businesses set objectives • To understand the measurement and importance of profit. 	<p>Learners may have no business knowledge before starting the course, although some may have studied a business-related subject.</p> <p>Learner activity looking at real-life examples such as:</p> <ul style="list-style-type: none"> ☐ profit ☐ growth ☐ survival ☐ cash flow ☐ social ☐ ethical objectives. <p>Teacher led activity on the measurement of profit to include:</p> <ul style="list-style-type: none"> ☐ revenue (also turnover and sales) ☐ fixed costs ☐ variable costs ☐ total costs. 	<p>☐ BBC Learning zone clip - <i>What is a business?</i> http://www.bbc.co.uk/schools/gcsebitesize/business/aims/aimsactivitiesvid.shtml</p> <p>☐ Tutor2U – Presentation – <i>Objectives of a new business</i> http://www.slideshare.net/tutor2u/objectives-of-a-new-business</p> <p>☐ Tutor2U - Revision presentation - <i>Mission, Aims, Objectives & Stakeholders</i> http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-presentation-mission-aims-objectives-and-stakeholders</p> <p>☐ YouTube clip (James Slocombe) – <i>Accounting & Finance – Revenue & Profit</i> https://www.youtube.com/watch?v=Eppn70CSrAQ</p> <p>☐ BBC Two – <i>Peter Jones meets</i>, Series 1, Episode 1: Peter Jones meets Mark & Mo Constantine who run Lush (excellent illustration of ethical objectives and their impact on human resources, operations & financial decisions)</p>	
2 weeks	<p>3.1.2 Understanding different business forms</p>	<p>Learners should be able to understand different forms of business and why these forms may change and the role of shareholders.</p> <p>Different forms of business include:</p>	<p>BBC Learning zone clip - <i>Business structures</i> http://www.bbc.co.uk/schools/gcsebitesize/business/aims/limitedcompaniesvid.shtml</p> <p>☐ BBC Learning zone clip - <i>Exploring the sole trader business model</i> (4:43m) http://www.bbc.co.uk/learningzone/clips/exploring-the-sole-trader-business-model/13155.html</p>	

	<ul style="list-style-type: none"> • To understand reasons for choosing different forms of business and for changing business form. • To understand the role of shareholders and why they invest. • To learn about influences on share price and the significance of share price changes • The effects of ownership on mission, objectives, decisions and performance 	<ul style="list-style-type: none"> ☒ sole traders ☒ private limited companies and public limited companies ☒ private sector and public sector organisations ☒ non-profit organisations such as charities and mutuals. <p>Issues with different forms of business include:</p> <ul style="list-style-type: none"> ☒ unlimited and limited liability ☒ ordinary share capital ☒ market capitalisation ☒ dividends. 	<ul style="list-style-type: none"> ☒ Tutor2U - Revision presentation – Start up Business Structures http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-presentation-startup-business-structures ☒ Tutor2U - Revision presentation - Limited liability ☒ Tutor2U - Revision quiz - Legal structure ☒ YouTube – Interview with Big Issue founder – John Bird https://www.youtube.com/watch?v=jIO8GJke6EU (excellent resource to illustrate non-profit organisations) ☒ Business Review magazine - Volume 19 - Number 1 ‘Can Facebook float?’ ☒ BBC Learning zone clip - Different types of companies - Ltds and Plcs (5:26m) http://www.bbc.co.uk/learningzone/clips/different-types-of-companies-ltds-and-plcs/13157.html ☒ YouTube – Why Go Limited? (cliqvid video) https://www.youtube.com/watch?v=b15Ov8w-ijQ (1:28m) ☒ Education Portal – Shareholders, Board of Director & Officer Roles clip http://education-portal.com/academy/lesson/shareholder-board-of-director-officer-roles.html#lesson ☒ Education Portal – What are Dividends? Investing in Stocks clip http://education-portal.com/academy/lesson/what-are-dividends-investing-in-stocks.html#lesson ☒ Tutor2U - Presentation - Shares http://www.tutor2u.net/business/presentations/accounts/shares/default.html ☒ YouTube - How the stock exchange works (3: 	
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3 weeks	3.1.3 Understanding that business operate within an external environment	<p>Factors influencing costs and demand to include the effect of:</p> <ul style="list-style-type: none"> ☒ competition ☒ market conditions ☒ incomes ☒ interest rates ☒ demographic factors ☒ environmental issues and fair trade. 	<p>Educational Portal clip – Macroeconomic issues in business http://education-portal.com/academy/lesson/macroeconomic-issues-in-business.html#lesson</p> <p>☒ Tutor2U – Presentation – Introduction to Revenues & Demand http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-presentation-revenues-and-demand</p> <p>☒ Mindtools (www.mindtools.com) - PEST analysis or YouTube – Pest Analysis Explained http://www.youtube.com/watch?v=eGLFVjs1Zak</p>	
October Half term				
1 week	<p>3.2.1 Understanding management, leadership and decision making</p> <ul style="list-style-type: none"> • To understand what managers do • To be aware of types of management and leadership styles and influences on these • To understand the effectiveness of different styles of management and leadership 	<p>The role of managers should include:</p> <ul style="list-style-type: none"> ☒ setting objectives ☒ analysing ☒ leading ☒ making decisions ☒ reviewing. <p>Theories of management and leadership styles should include:</p> <ul style="list-style-type: none"> ☒ the Tannenbaum Schmidt continuum ☒ the Blake Mouton grid. 	<p>YouTube - Education Portal - Management in organisations: Top, middle & low level managers https://www.youtube.com/watch?v=iB334D7-jOY&list=PLSJnyH6TwwlRSdMttTe9DII4iXXiEVbtK</p> <p>☒ Education Portal – Management vs. Leadership: the difference between a manager and leader http://education-portal.com/academy/lesson/management-vs-leadership-the-difference-between-a-manager-leader.html#lesson</p> <p>☒ Mindtools (www.mindtools.com) - What is leadership or YouTube Learn what makes a good leader http://www.youtube.com/watch?v=XixkUjRy1Fg</p> <p>☒ Education Portal – The Black Mouton Managerial grid: Five leadership styles (clip) http://education-portal.com/academy/lesson/the-blake-mouton-managerial-grid-five-leadership-styles.html#lesson</p> <p>☒ Education Portal – Leadership orientation: Task-orientated & People-orientated http://education-portal.com/academy/lesson/leadership-orientation-task-oriented-people-oriented.html#lesson</p> <p>☒ Tutor2U – Presentation – Leadership: Models & Styles (includes the Tannenbaum Schmidt continuum) http://www.slideshare.net/tutor2u/business-leadership-12281544</p> <p>☒ Businessballs.com - Tannenbaum and Schmidt continuum http://www.businessballs.com/tannenbaum.htm</p> <p>☒ Educational Portal clip – Setting business department goals http://education-portal.com/academy/lesson/setting-business-department-goals.html#lesson</p>	

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2 weeks	<p>3.2.2 Understanding management decision making</p> <ul style="list-style-type: none"> To learn about the value of decision making based on data (scientific decision making) and on intuition To understand the use and value of decision trees in decision making To understand the influences on decision making 	<p>Scientific decision making should include understanding and interpreting decision trees and calculating expected value and net gains.</p> <p>Decision making to include an understanding of: • risks • rewards • uncertainty • opportunity costs. Influences on decision making to include: • mission • objectives • ethics • the external environment including competition • resource constraints</p>	<ul style="list-style-type: none"> Tutor2U – Revision presentation – Risks and rewards to enterprise BBC Radio 4 – The Bottom Line (pod cast): 22/02/2011 (second part of the programme starting at 15:47m) (excellent discussion on whether business decisions are based mainly on data or hunch time: 26.31) Education Portal – The Decision-Making Process for Organisations Business Review magazine – Volume 20 – Number 1 ‘Risk and Reward’ Education Portal – Decision making for managers: Certainty, risks and uncertainty Teaching Guide, Decision trees • Teaching Guide, Scientific Decision Making 	
2 weeks	<p>3.2.3 Understanding the role and importance of Stakeholders</p> <ul style="list-style-type: none"> To learn about considering stakeholders’ needs when making decisions To learn about stakeholder needs and the possible overlap and conflict of these needs To understand influences on the relationship with stakeholders To learn about how to manage the relationship with different stakeholders 	<p>Stakeholder mapping: stakeholder power and interest. Managing the relationship with different stakeholders includes communication and consultation.</p>	<p>Tutor2U - Revision presentation - Mission, Aims, Objectives & Stakeholders http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-presentation-mission-aims-objectives-and-stakeholders</p> <p>📄 Tutor2U - Presentation - Stakeholders http://www.tutor2u.net/business/presentations/strategy/changemanagement/default.html</p> <p>📄 Tutor2U - Stakeholders in business - Lesson worksheet http://www.tutor2u.net/business/worksheets/Stakeholders.pdf</p> <p>📄 Tutor2U - Stakeholder conflict in the battle over Royal Mail - article http://www.tutor2u.net/blog/index.php/business-studies/comments/stakeholder-conflict-in-the-battle-over-royal-mail</p> <p>📄 Tutor2U - Do businesses have a responsibility beyond profit? - debate http://www.tutor2u.net/blog/index.php/business-studies/comments/do-businesses-have-a-responsibility-beyond-profit</p>	

Assessments 3.1 and 3.2			
Christmas holidays			
2 weeks	<p>3.5.1 Decision making to improve financial performance</p> <ul style="list-style-type: none"> • To understand the value of setting financial objectives • To understand the distinction between cash flow and profit • To understand the distinction between gross profit, operating profit and profit for the year • To learn about revenue, costs and profit objectives • To learn about cash flow objectives • To learn about objectives for investment (capital expenditure) levels • To learn about capital structure objectives • To understand external and internal influences on financial objectives and decisions 	<p>Financial objectives to include:</p> <ul style="list-style-type: none"> ☒ the concept of a return on investment ☒ an understanding of the proportion of long-term funding that is debt. 	<ul style="list-style-type: none"> ☒ Slideshare – Presentation – Introduction to financial objectives http://www.slideshare.net/gemdeane1/intro-financial-objectives ☒ Slideshare – Presentation – Financial objectives http://www.slideshare.net/gemdeane1/financial-objectives (includes internal & external factors influencing financial objectives) ☒ Tutor2U – Hand-out – Financial objectives – Measures http://www.tutor2u.net/business/accounts/financial_objectives_measures.html ☒ Tutor2U - Presentation - Calculating & interpreting profit http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-presentation-calculating-and-measuring-profit ☒ Tutor2U - Presentation - Measuring & increasing profit http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-presentation-measuring-profit ☒ Tutor2U - Presentation - Profit & Cash
3 weeks	<p>3.5.2 Analysing Financial Performance</p> <ul style="list-style-type: none"> • To learn how to construct and analyse budgets and cash flow forecasts • To understand the value of budgeting • To learn how to construct and interpret break-even charts 	<p>Analysing budgets should include variance analysis and adverse and favourable variances. Break-even analysis should include:</p> <ul style="list-style-type: none"> ☒ Break-even output ☒ margin of safety ☒ contribution per unit ☒ total contribution. 	<ul style="list-style-type: none"> YouTube (James Slocombe) clip – Accounting & Finance – Budgeting https://www.youtube.com/watch?v=4Teulqp4Fuo&index=36&list=UUaey8K-hi8GvHnQ4MbWPGng ☒ YouTube (James Slocombe) clip – Accounting & Finance – Variance analysis https://www.youtube.com/watch?v=NFu2iqmCnX4&list=UUaey8K-hi8GvHnQ4MbWPGng&index=1 ☒ Tutor2U - Revision presentation - Using budgets http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-presentation-using-budgets

	<ul style="list-style-type: none"> • To learn how to calculate and illustrate on a break-even chart the effects of changes in price, output and cost • To calculate the value of break-even analysis • To learn how to analyse profitability To learn how to analyse timings of cash inflows and outflows • To understand the use of data for financial decision making and planning 	<p>Analysing profitability should include the following ratio analysis:</p> <ul style="list-style-type: none"> ☒ gross profit ☒ profit from operations ☒ profit for the year. <p>Analysing timings of cash flow should include an understanding of payables and receivables.</p>	<ul style="list-style-type: none"> ☒ Business Review magazine - Volume 20 - Number 2 'A guide to budgeting' ☒ YouTube (Cliqvid) – What is cash flow forecast? https://www.youtube.com/watch?v=h0rcvlgUiTM ☒ YouTube (James Slocombe) clip – Accounting & Finance – Cashflow https://www.youtube.com/watch?v=0exkKuTau9c&list=UUaey8K-hi8GvHnQ4MbWPGng&index=37 ☒ Tutor2U - Revision presentation - Forecasting Cash flows http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-presentation-the-startup-cash-flow-forecast ☒ YouTube (James Slocombe) clip – Accounting & Finance – Costs https://www.youtube.com/watch?v=VvWOLn-0cs&list=UUaey8K-hi8GvHnQ4MbWPGng&index=38 ☒ YouTube (James Slocombe) clip – Accounting & Finance – Breakeven analysis & contribution https://www.youtube.com/watch?v=Y22_AC6BN9Y&list=UUaey8K-hi8GvHnQ4MbWPGng&index=30 ☒ YouTube (James Slocombe) clip – Accounting & Finance – Breakeven charts https://www.youtube.com/watch?v=TLOo2mY6Flw&index=31&list=UUaey8K-hi8GvHnQ4MbWPGng ☒ Tutor2U - Revision presentation - Breakeven analysis http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-presentation-breakeven-analysis-introduction 	
3 weeks	<p>3.5.3 Making Financial Decisions: Sources of Finance</p> <ul style="list-style-type: none"> • To learn about internal and external sources of finance • To understand the advantages and disadvantages of different 	<p>Sources of finance should include:</p> <ul style="list-style-type: none"> ☒ debt factoring ☒ overdrafts ☒ retained profits ☒ share capital ☒ loans ☒ venture capital. 	<ul style="list-style-type: none"> ☒ Tutor2U - Presentation - Sources of Finance http://www.tutor2u.net/business/presentations/accounts/sourcesoffinance/default.html ☒ Business Review magazine - Volume 20 - Number 1 'New Sources of finance' ☒ YouTube (James Slocombe) clip – Accounting & Finance – Sources of finance https://www.youtube.com/watch?v=5ll0mKg6yl&index=32&list=UUaey8K-hi8GvHnQ4MbWPGng 	

	sources of finance for short- and long-term uses		<p>📺 YouTube clip (Cliqvid) – <i>Loan vs overdraft</i> https://www.youtube.com/watch?v=R5ZhsReql0M</p> <p>📺 YouTube clip (Cliqvid) – <i>How does Invoice Financing works</i> https://www.youtube.com/watch?v=NdTBkvfCsg (explanation of ‘Debt factoring’)</p>	
February Half term – Continue 1 week 3.5.3				
2 weeks	3.5.4 Making financial decisions: improving cashflow and profits	You should be able to assess ways of improving cash flow. You should be able to assess ways of improving profitability.	<p>📺 Tutor2U - Revision presentation - <i>Improving Cash Flow</i> http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-presentation-improving-cash-flow</p> <p>📺 Tutor2U – Presentation – <i>Measuring and improving profit</i> http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-presentation-measuring-profit</p>	Assessment 3.5
Easter				
LSH 1 week	3.6.1 Setting human resource objectives <ul style="list-style-type: none"> To understand the value of setting human resource objectives To learn about internal and external influences on human resources objectives and decisions 	Human resource objectives include: <ul style="list-style-type: none"> employee engagement and involvement talent development training diversity alignment of values number, skills and location of employees. Influences on human resource objectives such as soft and hard Human Resource Management (HRM) approaches.	<ul style="list-style-type: none"> YouTube video (James Slocombe) – Human Resource Management (9.24) Slideshare – the importance of human capital in business Tutor2U – Presentation – Introduction to HR strategies and objectives (section on ‘soft’ and ‘hard’ HRM) Bee business bee Workforce planning (6.41) YouTube video – I’ll show them who’s boss: Arsenic and Old Lace (33:05m) excellent illustration of ‘Hard’ HRM and the importance of communication in business Teaching guide, Decision making to improve human resource performance podcast 	
LSH 2 weeks	3.6.2 Analysing human resource performance <ul style="list-style-type: none"> To calculate and interpret human resource data To understand the use of data for 	You should be able to calculate and interpret: <ul style="list-style-type: none"> labour turnover and retention rates labour productivity employee costs as percentage of turnover labour cost per unit. 	Tutor2U – Revision presentation – Measuring Workforce effectiveness <ul style="list-style-type: none"> Business Review magazine – Volume 18 – Number 2 ‘Labour turnover’ Tutor2U – Quiz – Workforce planning Tutor2U – Quiz – HRM Objectives and Influences Educational Portal – Aligning HRM and Organisational Strategy 	

	human resource decision making and planning			
LSH 3 weeks	<p>3.6.3 Making human resource decisions: improving organisational design and managing the human resource flow</p> <ul style="list-style-type: none"> • To learn about influences on job design • To learn about influences on organisation design • To learn about influences on delegation, centralisation and decentralisation • To learn about the value of changing job and organisational design • To understand how managing the human resource flow helps meet human resource objectives 	<p>Job design to include Hackman and Oldham's model. Decisions relating to organisational design include: • authority • span • hierarchy • delegation • centralisation and decentralisation. Human resource flow to include: • human resource plan • recruitment • training • redeployment • redundancy.</p>	<ul style="list-style-type: none"> • Education Portal video – What is delegation • Tutor2U – Revision presentation – Organisational structures (intro) • YouTube (James Slocombe) – Organisational Structure (4.26) • Education Portal video – Organisational design and structure • Bee business bee organisation structure (4.54) • Tutor2U – Presentation – Centralised and Decentralised decision making • Education Portal video – Authority in centralised and decentralised organisations • Tutor2U – Revision presentation – Improving organisation structures • Tutor2U – Quiz – Competitive structures • Teaching Guide and Oldham's model of job design 	
Summer Half term				
Revision and exam technique				

Autumn Term A Approx hours	Topic Area	Learning outcomes - students should be able to:	Possible Resources	Assessments
LGA 2 weeks	3.3.1 Setting Marketing Objectives <ul style="list-style-type: none"> To understand the value of setting marketing objectives To learn about external and internal influences on marketing objectives and decisions 	Marketing objectives include: <ul style="list-style-type: none"> sales volume and sales value market size market and sales growth market share brand loyalty. 	<ul style="list-style-type: none"> Tutor2U – Presentation – Introduction to marketing http://www.tutor2u.net/business/presentations/marketing/marketingintroduction/default.html Tutor2U – Presentation – Marketing objectives http://www.tutor2u.net/business/presentations/marketing/marketingobjectives/ Tutor2U – Revision presentation – Marketing objectives http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-presentation-marketing-objectives Tutor2U – Presentation – Marketing analysis http://www.tutor2u.net/business/presentations/marketing/marketinganalysis/default.html (includes market size, growth & market share) 	
1 week 1 week 1 week 2 weeks	3.3.2 Understanding markets and customers <ul style="list-style-type: none"> To learn about the value of primary and secondary marketing research To learn about the value of sampling To understand the interpretation of marketing data To understand the value of technology in gathering and analysing data for marketing decision making To understand the interpretation of price 	Marketing research should include: <ul style="list-style-type: none"> qualitative and quantitative data market mapping. <p>You should be able to calculate market and sales growth, market share and size.</p> <p>Interpretation of marketing data should include:</p> <ul style="list-style-type: none"> positive and negative correlation and an understanding of the strength of the relationship understanding the concept of confidence intervals understanding extrapolation. <p>You should be able to interpret price and income elasticity of</p>	<ul style="list-style-type: none"> Tutor2U – Presentation – Market research introduction http://www.tutor2u.net/business/presentations/marketing/marketresearchintroduction/default.html Tutor2U – Presentation – Marketing research methods http://www.tutor2u.net/business/presentations/marketing/marketresearchmethods/default.html Tutor2U – Presentation – Secondary research http://www.tutor2u.net/business/presentations/marketing/secondaryresearch/default.html Tutor2U – Revision presentation – Market mapping http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-presentation-market-mapping Tutor2U – Presentation – Sampling http://www.tutor2u.net/business/presentations/marketing/sampling/default.html 	












	<p>and income elasticity of demand data</p> <ul style="list-style-type: none"> • To understand the value of the concepts of price and income elasticity of demand to marketing decision makers • To learn about the use of data in marketing decision 	<p>demand data and be able to analyse the impact of changes in price and income on revenue (you do not need to be able to calculate these).</p>	<p>📄 Tutor2U – Presentation – Price elasticity of demand http://www.tutor2u.net/economics/presentations/aseconomics/markets/PriceElasticityofDemand/default.html (use the first part of the presentation only)</p> <p>📄 YouTube clip (James Slocombe) – Market planning – Income elasticity https://www.youtube.com/watch?v=CnNe1riI0I4&index=14&list=Uuaey8K-hi8GvHnQ4MbWPGng</p> <p>📄 Tutor2U – Presentation – Income elasticity of demand http://www.tutor2u.net/economics/presentations/aseconomics/markets/IncomeElasticityofDemand/default.html</p> <p>📄 YouTube clip (James Slocombe) – Market planning – Price elasticity https://www.youtube.com/watch?v=uOFueiyyFqc&index=8&list=Uuaey8K-hi8GvHnQ4MbWPGng</p> <p>📄 Tutor2U – Presentation – Forecasting for marketing http://www.tutor2u.net/business/presentations/marketing/marketingforecasting/default.html</p> <p>📄 Educational Portal – How to interpret correlations in research http://education-portal.com/academy/lesson/how-to-interpret-correlations-in-research-results.html#lesson</p> <p>📄 Tutor2U – Presentation – Analysing Marketing Data http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-presentation-analysing-marketing-data (includes moving averages, extrapolation & correlation)</p> <p>📄 Business Review magazine – Volume 19 – Number 2 ‘It’s hard to predict’</p> <p>📄 Business Review magazine – Volume 17 – Number 3 ‘Testing times’</p>	
Half Term				
2 weeks	<p>3.3.3 Making Marketing Decisions: Segmentation, targeting and Positioning.</p> <ul style="list-style-type: none"> • To learn about the process and value of 	<p>Segmentation methods include:</p> <ul style="list-style-type: none"> 📄 demographic 📄 geographic 📄 income 📄 behavioural segmentation. 	<p>📄 Tutor2U – Revision presentation – Targeting http://www.tutor2u.net/business/presentations/marketing/targeting/default.html</p> <p>📄 Tutor2U – Presentation – Consumer segmentation http://www.tutor2u.net/business/presentations/marketing/consumersegmentation/default.html</p>	

	<p>segmentation, targeting and positioning</p> <ul style="list-style-type: none"> To learn about the influences on choosing a target market and positioning 	<p>Targeting may include niche and mass marketing.</p>	<p>☒ Tutor2U – Presentation – STP Market segmentation http://www.tutor2u.net/business/presentations/marketing/stpsegmentation/default.html</p> <p>☒ Tutor2U – Presentation – Product positioning http://www.tutor2u.net/business/presentations/marketing/productpositioning/default.html</p> <p>☒ Tutor2U – Presentation – Niche marketing http://www.tutor2u.net/business/presentations/marketing/nichemarketing/default.html</p>	
<p>1 weeks</p> <p>1 weeks</p> <p>1 weeks</p> <p>1 weeks</p> <p>1 weeks</p> <p>1 weeks</p>	<p>3.3.4 Making Marketing decisions: using the marketing mix</p> <ul style="list-style-type: none"> To understand the elements of the marketing mix (7Ps) To learn about the influences on and effects of changes in the elements of the marketing mix To learn about product decisions To learn about pricing decisions To understand decisions about the promotional mix To learn about distribution (place) decisions To learn about decisions relating to other elements of the marketing mix: 	<p>The marketing mix should be considered for goods and services, both industrial and consumer.</p> <p>Types of consumer goods considered should include convenience, shopping and speciality products. Product decisions should include:</p> <ul style="list-style-type: none"> ☒ the value of product portfolio analysis and the Boston Matrix ☒ the value of the product life cycle model including extension strategies ☒ influences on and the value of new product development. <p>Pricing decisions should include penetration and price skimming. Promotional decisions should include the value of branding.</p>	<p>☒ Mindtools (www.mindtools.com) – The 4Ps Marketing Mix or http://www.youtube.com/watch?v=CiLTrVuN8mk</p> <p>☒ Tutor2U – Presentation – Marketing of services http://www.tutor2u.net/business/presentations/marketing/marketingservices/default.html</p> <p>☒ Tutor2U – Presentation – Types of consumer products http://www.tutor2u.net/business/presentations/marketing/typesofconsumerproducts/default.html</p> <p>☒ Tutor2U – Presentation – Levels of products http://www.tutor2u.net/business/presentations/marketing/levelsofproducts/default.html</p> <p>☒ Tutor2U – Product positioning http://www.tutor2u.net/business/presentations/marketing/productpositioning/default.html</p> <p>☒ Tutor2U – Presentation – Product mix http://www.tutor2u.net/business/presentations/marketing/productmix/default.html</p> <p>☒ Tutor2U – Presentation – Production Life Cycle http://www.tutor2u.net/business/presentations/marketing/productlifecycle/default.html</p>	

	<p>people, process and physical element</p> <ul style="list-style-type: none"> • To understand the importance of and influences on an integrated marketing mix • To understand the value of digital marketing and e-commerce 	<p>Distribution decisions should include multi-channel distribution.</p> <p>Influences on an integrated marketing mix include:</p> <ul style="list-style-type: none"> ☒ the position in the product life cycle ☒ the Boston Matrix ☒ the type of product ☒ marketing objectives ☒ the target market ☒ competition ☒ positioning. 	<ul style="list-style-type: none"> ☒ Tutor2U – Presentation – <i>Boston matrix</i> http://www.tutor2u.net/business/presentations/marketing/bostonmatrix/ ☒ Tutor2U – Presentation – <i>Marketing & Product portfolios</i> http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-presentation-marketing-and-product-portfolios ☒ Tutor2U – Presentation – <i>Pricing</i> http://www.tutor2u.net/business/presentations/marketing/pricing/default.html ☒ BBC – Dragon’s Den – <i>The Wholeleaf company</i> (12pprox.. 10m) http://www.bbc.co.uk/dragonsden/entrepreneurs/adejaredoherty.shtml (excellent to illustrate the importance of ‘price’ in the marketing mix) ☒ Tutor2U – Presentation – <i>Skimming vs Penetration</i> http://www.tutor2u.net/business/presentations/marketing/skimmingvpenetration/default.html ☒ Business Review magazine – Volume 18 – Number 2 ‘<i>How much are you thinking? Psychological pricing</i>’ ☒ Tutor2U – Presentation – <i>Marketing mix: Introduction to promotion</i> http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-presentation-marketing-mix-introduction-to-promotion ☒ Tutor2U – Presentation – <i>Advertising</i> http://www.tutor2u.net/business/presentations/marketing/advertising/default.html ☒ Tutor2U – Presentation – <i>Branding</i> ☒ Business Review magazine – Volume 18 – Number 4 ‘<i>Branding</i>’ ☒ http://www.tutor2u.net/business/presentations/marketing/branding/default.html ☒ Tutor2U – Presentation – <i>Marketing mix: Introduction to place</i> http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-presentation-marketing-mix-introduction-to-place 	
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			<p>☒ Tutor2U – Presentation – Physical distribution http://www.tutor2u.net/business/presentations/marketing/physicaldistribution/default.html</p> <p>☒ Tutor2U – Presentation – Channel strategy http://www.tutor2u.net/business/presentations/marketing/channelstrategy/</p> <p>☒ Tutor2U – Distribution – ecommerce http://www.tutor2u.net/business/gcse/marketing_ecommerce.htm</p> <p>☒ Business Review magazine – Volume 19 – Number 1 ‘<i>The business of blogging</i>’</p> <p>☒ Youtube clip – B2C vs B2B: the basics (3:18) http://www.youtube.com/watch?v=lioMujmOTGk</p> <p>☒ Business Review magazine – Volume 18 – Number 4 ‘<i>From cheapest car to Jaguar – Tata’s product portfolio</i>’</p> <p>☒ Tutor2U – Presentation – Marketing mix http://www.tutor2u.net/business/presentations/marketing/marketingmix/default.html</p> <p>☒ Tutor2U – Presentation – Marketing of services http://www.tutor2u.net/business/presentations/marketing/marketingservices/default.html</p> <p>☒ Business Review magazine – Volume 18 – Number 1 ‘<i>Communication revolution – Marketing in the service sector</i>’</p> <p>☒ Business Review magazine – Volume 19 – Number 4 ‘<i>Red Bull</i>’ (its innovative & aggressive marketing strategies)</p> <p>☒ Tutor2U – Interactive quizzes on marketing http://www.tutor2u.net/quiz/marketing/</p>	
End of Michaelmas Term – continue with 3.3.4 for final week				
Assessment of 3.3				
Spring Term A	Topic Area	Learning outcomes - students should be able to:	Possible Resources	

Approx hours LAG				
1 week	<p>3.4.1 Setting operational objectives</p> <ul style="list-style-type: none"> • To understand the value of setting operational objectives • To learn about external and internal influences on operational objectives and decisions 	<p>Operational objectives include:</p> <ul style="list-style-type: none"> ☒ costs ☒ quality ☒ speed of response and flexibility ☒ dependability ☒ environmental objectives ☒ added value. 	<ul style="list-style-type: none"> ☒ Tutor2U - Revision presentation - Operational objectives http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-presentation-operational-objectives ☒ Tutor2U – Presentation – Making operational decisions http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-presentation-making-operational-decisions ☒ Tutor2U - Revision presentation - Adding value & the transformation process http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-presentation-adding-value 	
2 week	<p>3.4.2 Analysing operational performance</p> <ul style="list-style-type: none"> • To learn about the interpretation of operations data To calculate operations data 	<p>You should be able to calculate:</p> <ul style="list-style-type: none"> ☒ labour productivity ☒ unit costs (average costs) ☒ capacity ☒ capacity utilisation. 	<ul style="list-style-type: none"> ☒ Tutor2U – Presentation – Labour productivity http://www.tutor2u.net/business/presentations/people/labourproductivity/player.html ☒ Tutor2U – Worksheet – Capacity Utilisation http://www.tutor2u.net/blog/files/Capacity_Utilisation.pdf ☒ Tutor2U - Revision presentation - Making operational decisions http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-presentation-making-operational-decisions ☒ Tutor2U – Example of capacity utilisation (article) - http://www.tutor2u.net/blog/index.php/business-studies/comments/a-good-example-of-the-capacity-utilisation-calculation 	

8 hours	3.4.3 Making operational decisions to improve performance: increasing efficiency and productivity	Lean production should include 'Just-In-Time' operations. The mix of resources should include an understanding of labour and capital intensive processes.	 Tutor2U - Revision presentation - Economies of scale & resource mix http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-presentation-economies-of-scale-resource-mix	
1 week	<ul style="list-style-type: none"> • To understand the importance of capacity To understand the importance of efficiency and labour productivity 		 BBC Learning zone clip - New technology, efficiency & redundancy (3:34m) http://www.bbc.co.uk/learningzone/clips/new-technology-efficiency-and-redundancy/11363.html	
1 week	<ul style="list-style-type: none"> • To learn about how to increase efficiency and labour productivity • To understand the benefits and difficulties of lean production • To learn about the difficulties increasing efficiency and labour productivity • To learn about how to choose the optimal mix of resources 		 Tutor2U - Revision presentation - Making operational decisions http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-presentation-making-operational-decisions	
1 week	<ul style="list-style-type: none"> • To understand the benefits and difficulties of lean production • To learn about the difficulties increasing efficiency and labour productivity • To learn about how to choose the optimal mix of resources • To learn about how to utilise capacity efficiently • To understand how to use technology to improve operational efficiency 		 Tutor2U – Hand-out – Just in time http://www.tutor2u.net/business/gcse/production_lean_jit.html	
			 Tutor2U – Presentation – Lean production http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-presentation-lean-production	
			 Tutor2U – Quiz – Lean production http://www.tutor2u.net/business/quiz/leanproduction/quiz.html	
			 Educational Portal clip – Lean organisational structure http://education-portal.com/academy/lesson/lean-organizational-structure.html#lesson	
			 BBC Learning zone clip - Just-in-Time delivery (3:54m) http://www.bbc.co.uk/learningzone/clips/just-in-time-delivery/11381.html	
			 BBC Learning zone clip - 'Just-in-time' practice (3:35) http://www.bbc.co.uk/learningzone/clips/just-in-time-practice/368.html	
			 Youtube clip - Hoover Cambuslang Factory Back to the Floor (37:23m) http://www.youtube.com/watch?v=gGP4Aw3eR38	
			 Tutor2U - Revision presentation - Operations & technology http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-presentation-operations-and-technology	

Half term continuing one week on 3.4.3				
2 weeks	<p>3.4.4 Making operational decisions to improve performance: Improving quality</p> <ul style="list-style-type: none"> • To learn about the importance of quality • To learn about methods of improving quality • To learn about the benefits and difficulties of improving quality • To learn about the consequences of poor quality 	<p>Methods of improving quality should include quality assurance.</p>	<p>📄 Tutor2U – Hand-out – Introduction to quality http://www.tutor2u.net/business/production/quality_introduction.htm</p> <p>📄 Tutor2U - Presentation - Managing quality http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-presentation-managing-quality</p> <p>📄 Tutor2U - Revision presentation - Making operational decisions http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-presentation-making-operational-decisions</p> <p>📄 Youtube clip - Loake Shoemakers - a film http://www.youtube.com/watch?v=W7_hPugqro</p> <p>📄 Website - Dailymail - Aldi is successful because of its quality http://www.dailymail.co.uk/news/article-2508069/Aldi-successful-copies-brands-improves-quality.html</p> <p>📄 BBC Learning zone clip: Production on mechanised production line (3:13m) http://www.bbc.co.uk/learningzone/clips/production-on-mechanised-production-lines/8487.html</p> <p>📄 Tutor2U – Quiz – Quality http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-quiz-quality</p>	
3 weeks	<p>3.5.4 Making operational decisions to improve performance: Managing inventory and supply chains</p> <ul style="list-style-type: none"> • To learn about the ways and value of improving flexibility, speed of response • and dependability • To understand how to manage supply to match demand and the value of doing so 	<p>An understanding of flexibility should include mass customisation.</p> <p>Ways of matching supply to demand include:</p> <ul style="list-style-type: none"> 📄 outsourcing 📄 use of temporary and part time employees 📄 producing to order. <p>Inventory control should include:</p> <ul style="list-style-type: none"> 📄 interpreting inventory control charts 	<p>📄 Tutor2U - Presentation - Special order contracts http://www.tutor2u.net/business/presentations/accounts/specialorders/default.html</p> <p>📄 Tutor2U - Presentation - Stock control - The importance of managing stocks http://tutor2u.net/business/presentations/accounts/stock_management.swf</p> <p>📄 Tutor2U – Hand-out – Stock control charts http://www.tutor2u.net/business/production/stock-control-charts.htm</p> <p>📄 YouTube clip – A very brief introduction to stock control charts https://www.youtube.com/watch?v=mC1Apv0betg</p>	Assessment 3.4

	<ul style="list-style-type: none"> • To learn about the influences on the amount of inventory held • To learn about influences on the choice of suppliers • To learn about how to manage the supply chain effectively and efficiently and the value of this • To understand the value of outsourcing 	<ul style="list-style-type: none"> ☒ lead time ☒ re-order levels ☒ buffer level of inventory ☒ re-order quantities. 	<ul style="list-style-type: none"> ☒ Business Studies Online – Presentation – Stock control http://www.businessstudiesonline.co.uk/AsA2BusinessStudies/TheoryNotes/28723/3Hr/PDF%20Non%20Print/15%20Stock%20Control.pdf ☒ YouTube (James Slocombe) clip – Stock control and lean production https://www.youtube.com/watch?v=d8xr_G_Voc4&list=UUaey8K-hi8GvHnQ4MbWPGng ☒ Tutor2U - Revision presentation - Making operational decisions http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-presentation-making-operational-decisions ☒ Slideshare.net – Working with suppliers http://www.slideshare.net/tutor2u/operations-working-with-suppliers ☒ Tutor2U – Quiz – Working with suppliers http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-quiz-working-with-suppliers ☒ Tutor2U clip – What is supply chain management https://www.youtube.com/watch?v=SPNu_il7el ☒ Tutor2U clip – Walmart Chain management https://www.youtube.com/watch?v=yZC4neLax5o (supply chain & ethics) ☒ Tutor2U – Presentation – Outsourcing http://www.tutor2u.net/business/presentations/strategy/outsourcing/default.html 	
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Easter – One week to continue 3.4.4 +assessment

LGA 2 weeks	<p>3.6.4 Making human resource decisions: improving motivation and engagement</p> <ul style="list-style-type: none"> • To learn about the benefits of motivated and engaged employees 	<p>Theories of motivation should include Taylor, Maslow and Herzberg. Financial methods of motivation should include:</p> <ul style="list-style-type: none"> • piece rate • commission • salary schemes • performance-related 	<ul style="list-style-type: none"> • YouTube video (James Slocombe) – Motivation theories • Tutor2U – Presentation – Motivation in theory • Tutor2U – Presentation – Motivation in practice • Channel 4 OD – Undercover Boss: Andy Edge, Park Resorts (series 1, episode 1) (59m) (Excellent to illustrate the impacts of financial rewards, employee empowerment and recognition, centralisation, decentralisation on motivation and employee behaviour) • Education Portal video –pay Vroom’s expectancy theory of employee motivation • Alanis Business Academy video (6.20) 	
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	<ul style="list-style-type: none"> • To understand how to improve employee engagement and motivation • To understand the value of theories of motivation • To learn about the use of financial methods of motivation • To learn about the use of non-financial methods of motivating employees • To learn about influences on the choice and assessment of the effectiveness of financial and non-financial rewards systems 		<ul style="list-style-type: none"> • Business Review magazine – Volume 20 – Number 3 ‘Leadership – The Blake and Mouton managerial grid’ • YouTube – Learn Loads (3.17) • Teaching Guide, Blake Mouton • Teaching guide, Motivation 	
LGA 2 weeks	<p>3.6.5 Making human resource decisions: improving employer-employee relations</p> <ul style="list-style-type: none"> • To learn about influences on the extent and methods of employee involvement in decision making • To learn about how to manage and improve employer-employee 	Employee representation methods to include trade unions and works councils	<ul style="list-style-type: none"> • Tutor2U – Presentation – Employee representation and trade unions • Unions into Schools (includes presentations and activities) • Slideshare – conflict resolution • Bee business bee – Effective workplace communication (6.37) • Educational Portal video – Organisational communication • Film: Made in Dagenham (selected sections) 	

	communications and relations <ul style="list-style-type: none"> • To understand the value of good employer-employee relations 			
Summer Half term				
Revision and exam technique				