

## KS5 – Year 12 – Business

Term	Topic Titles	Brief Overview
<b>1</b>	1 What is business?	1.1 Understanding the nature and purpose of business 1.2 Understanding different business forms 1.3 Understanding that businesses operate within an external environment
	2 Managers, leadership and decision making	2.1 Understanding management, leadership and decision making 2.2 Understanding management decision making 2.3 Understanding the role and importance of stakeholders
	4 Operational management	4.1 Setting operational objectives 4.2 Analysing operational performance 4.3 Making operational decisions to improve performance: increasing efficiency and productivity
<b>2</b>	3 Marketing management	3.1 Setting marketing objectives 3.2 Understanding markets and customers 3.3 Making marketing decisions: segmentation, targeting, positioning 3.4 Making marketing decisions: using the marketing mix
	4 Operational management	4.4 Making operational decisions to improve performance: improving quality 4.5 Making operational decisions to improve performance: managing inventory and supply chains
	5 Financial management	5.1 Setting financial objectives 5.2 Analysing financial performance 5.3 Making financial decisions: sources of finance 5.4 Making financial decisions: improving cash flow and profits
<b>3</b>	6 Human resource management	6.1 Setting human resource objectives 6.2 Analysing human resource performance 6.3 Making human resource decisions: improving organisational design and managing the human resource flow 6.4 Making human resource decisions: improving motivation and engagement 6.5 Making human resource decisions: improving employer-employee relations
	7 Analysing the strategic position of a business	7.1 Mission, corporate objectives, functional objectives and strategy 7.2 Analysing the existing internal position of a business to assess strengths and weaknesses: financial ratio analysis 7.3 Analysing the existing internal position of a business to assess strengths and weaknesses: overall performance

8 Choosing strategic direction

8.1 Strategic direction: choosing which markets to compete in and what products to offer