

Key Stage 5 Curriculum Map 2020-21

Term 1

Subject: AS Level Business Studies (EDEXCEL)	Year: 12	
Focus/Topic	UAE Links	Home Learning / Reading
<ul style="list-style-type: none"> • THE MARKET To understand the term Market and how the needs of the customers are met. Learners are able to understand the Characteristics of Mass Markets and niche markets. • Identify and describe Dynamic markets – online retailing, innovation and market growth, adapting to change 	UAE encouraging budding entrepreneurs in 2020-2021 Expo 2020-21	Learners research a range of business examples, such as local tradesmen/bakers or national businesses such as McDonald's or Apple, and identify their markets.
<ul style="list-style-type: none"> • To discuss Market Research • Methods of Primary and secondary market research • To apply knowledge to understand Sampling methods • To discuss the importance of market positioning – market segmentation, product differentiation and adding value 	UAE encouraging budding entrepreneurs in 2020 Learners provided with a scenario – for example a business introducing a new computer game or planning to sell in a new country or market - to decide on the most appropriate method of research to use. students to carry out some secondary market research using Office for National Statistics website www.ons.gov.uk	Students to carry out their own surveys using both open and closed questions to enable them to gather quantitative and qualitative information to determine likely demand for new menus in the school canteen, for school business enterprises or for fund raising/charity events
<ul style="list-style-type: none"> • DEMAND • To apply knowledge to understand the factors leading to a change in demand, prices of substitutes and complementary goods, demographics, external shocks, seasonality. 	Comparison between products and to see the different aspects of demand and supply	Students to brainstorm all the different factors which might affect the demand for a simple product which they are familiar with such as a bar of chocolate – what factors would make them buy more or less of the product?

<ul style="list-style-type: none"> • SUPPLY To discuss factors leading to a change in supply • To understand demand/supply curves and their interaction. • To apply knowledge to understand that a change in demand does not cause a change in supply, and vice versa. • To stress the precise use of terminology throughout this section. 	Comparison between products and to see the different aspects of demand and supply	Past papers for the outgoing specification on drawing demand and supply diagrams. Other exercises can be found in textbooks and online.
<ul style="list-style-type: none"> • To be able to calculate Price elasticity of Demand and interpret the relationship between PED and total revenue • To apply knowledge to understand Income elasticity of demand and their significance to businesses. 	Encouraging new businesses in the UAE and generate income	
<ul style="list-style-type: none"> • MARKETING OBJECTIVES AND STRATEGY To apply knowledge to understand the objectives of Marketing; the product life cycle and the extension strategies • To understand The Boston Matrix and the product portfolio • To analyze the different marketing strategies appropriate for different types of markets – mass markets, niche markets, business to business, business to consumer. 	To incorporate and establish entrepreneurial ideas into a successful enterprise	Case studies (from legacy papers for IAL Business Studies) to highlight the concepts of product portfolio and Boston Matrix: Apple – iPhone, iPods, Apple Watch McDonald’s – changing its menus to bring in more healthier options
<ul style="list-style-type: none"> • Revision 		
Mid Term Break		
<ul style="list-style-type: none"> • PRODUCT/SERVICE DESIGN Understand the concepts of design mix and how this might change the functions, aesthetics, cost/economic manufacture. • Understand and be able to evaluate the changes in the elements of the design mix to reflect social trends – ethical sourcing, designing for waste minimization, reuse and recycling. • Discuss the types of Promotion and Branding and their benefits and to reflect social trends. 	Class investigation to : In groups learners compare the prices of different brands for a particular product. A product such as mobile phones could be taken as an example and study of how products change in relation to recent developments.	Students can look at a range of online retailers such as Amazon and Alibaba to see how they use branding to gain market share and maintain customer loyalty.
<ul style="list-style-type: none"> • PRICING STRATEGIES Understand the types of pricing strategies 	Learners to research on the pricing strategies of any 2 PLC of their	

<ul style="list-style-type: none"> • Discuss and evaluate the factors that determine the most appropriate pricing strategy for a particular situation. • Understand and be able to evaluate the different Channels of Distribution • 	<p>choice in Dubai and compare them in terms of profitability - Pepsi Vs.....</p> <p>Prices comparison websites which students can look at to see the impact on businesses:</p> <p>https://www.mysupermarket.co.uk/ http://www.kelkoo.co.uk/</p>	
<ul style="list-style-type: none"> • MANAGING PEOPLE – APPROACHES TO STAFFING To analyze and discuss the different approaches to staffing and the key terms – Recruitment, selection, training, dismissal and redundancy. • Discuss the advantages of having an Organisational Structure 	<p>Class investigation to identify what the rules in the UAE with regard to dismissal and redundancy</p>	<p>Start by looking at the organisational structure of the school as students should be familiar with this. Get them to draw out the structure and examine the advantages and disadvantages of this structure.</p>
<ul style="list-style-type: none"> • MOTIVATION IN THEORY AND PRACTICE – Discuss the importance of employee motivation to a business. • Financial and non-financial methods of Motivation to improve employee performance. • Types of Leadership - autocratic, democratic, paternalistic, laissez-faire. 	<p>Class investigation to identify recommend appropriate leadership styles in given circumstances. Class investigation to identify what motivates employees with regard to non financial rewards.</p>	<p>Students should compare and contrast the main motivation theories and how these can be applied in real life business situations.</p>
<ul style="list-style-type: none"> • ENTREPRENEURS AND LEADERS – To discuss the role of an entrepreneur • To evaluate the skills and characteristics required to be an entrepreneur. • Understand the Objectives of a Business 	<p>Able to think and analyse how their day to day activities can help them to be enterprising, promoting young entrepreneurs</p>	
<ul style="list-style-type: none"> • Revision 		
<ul style="list-style-type: none"> • Exam practice 		
<p>Spring Break</p>		