

	Term	Week	Focus	Summary	Learning Outcomes	Learning skills
Term 2.1		1	Revision & Mock Exams	The students will be engaged in retrieval practice for the early entry and mocks	Students will be able to answer the exam-style questions and assess them to analyse their strengths and the points to improve on.	Thinking critically about business ideas and issues. Using various business concepts and data to synthesise the information to make judgements. Analysing business scenarios, problems, issues, etc. to identify what is most relevant. Giving considered views, judgements, opinions etc. on business scenarios, problems issues etc.
		2-3	Marketing mix and strategy-product /service design	2 Product/service design Design mix and how this might change a) Design mix: • function • aesthetics • cost/economic manufacture. b) Changes in the elements of the design mix to reflect social trends: • concern over resource depletion: designing for waste minimisation, re-use, and recycling • ethical sourcing.	Students will be able to analyse the design mix and evaluate how changes in elements of the design mix reflect social trends, environmental issues, and ethical sourcing	Thinking critically about business ideas and issues. Using various business concepts and data to synthesise the information to make judgements in order to evaluate the scenario and make a realistic judgement in order to evaluate the scenario and make a realistic judgement
			Resource management	1 Production, productivity and efficiency a) Methods of production: • job • batch • flow	Students will analyze different methods of production and form a judgement on the most suitable method of production for a given business.	

			<ul style="list-style-type: none"> • cell. <p>b) Productivity:</p> <ul style="list-style-type: none"> • output per unit of input per time period • factors influencing productivity • link between productivity and competitiveness • ways to improve productivity. 		
	4-5	Marketing mix and strategy- Promotion and branding	<p>3 Promotion and branding</p> <p>a) Types of promotion.</p> <p>b) Types of branding.</p> <p>c) The benefits of strong branding:</p> <ul style="list-style-type: none"> • added value • ability to charge premium prices • reduced price elasticity of demand <p>d) Ways to build a brand:</p> <ul style="list-style-type: none"> • unique selling points (USPs)/differentiation • advertising • sponsorship • the use of social media. <p>e) Changes in branding and promotion to reflect social trends:</p> <ul style="list-style-type: none"> • viral marketing • social media • emotional branding. 	<p>Students will be able to analyse a range of online retailers such as Amazon and Alibaba to evaluate how these companies use branding to gain market share and maintain customer loyalty.</p>	<p>Thinking critically about business ideas and issues. Using various business concepts and data to synthesise the information to make judgements in order to evaluate the scenario and make a realistic judgement in order to evaluate the scenario and make a realistic judgement</p>
		Resource management	<p>Efficiency:</p> <ul style="list-style-type: none"> • production at minimum average cost • factors influencing efficiency 	<p>Students will analyze different methods of production and form a judgement on the most suitable</p>	

			<ul style="list-style-type: none"> ways to improve efficiency. <p>d) The distinction between labour - and capital-intensive production.</p> <p>e) Competitive advantage from short product lead-in times.</p> <p>2 Capacity utilisation</p> <p>a) Capacity utilisation: current output (divided by) maximum possible output ($\times 100$).</p> <p>b) Implications of under- and over-utilisation of capacity.</p> <p>c) Ways of improving capacity utilisation (under and over utilization)</p>	method of production for a given business.	
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Term 2.2	1-2	Marketing mix and strategy – pricing strategies	<p>4 Pricing strategies</p> <p>a) Types of pricing strategy:</p> <ul style="list-style-type: none"> • cost plus (mark-up on unit cost) • strength of brand • stage in the product life cycle • costs and the need to make a profit. <p>c) Changes in pricing to reflect social trends:</p> <ul style="list-style-type: none"> • online sales • price comparison sites. <ul style="list-style-type: none"> • price skimming • penetration • predatory • competitive • psychological. <p>b) Factors that determine the most appropriate pricing strategy for a particular situation:</p> <ul style="list-style-type: none"> • number of USPs/amount of differentiation • price elasticity of demand • level of competition in the business environment 	Students will answer the case study questions on Play station and evaluate how Play Station decide on an appropriate pricing strategy	Analysing business' pricing strategies to identify what is most relevant. Giving considered views, judgements , opinions etc. on business scenarios, problems issues etc.
	3-4	Marketing Mix and Strategy – Distribution Resource Management	<p>a) Distribution channels:</p> <ul style="list-style-type: none"> • four stage: producer to wholesaler to retailer to consumer • three stage: producer to retailer to consumer • two stage: producer to consumer. <p>b) Changes in distribution methods.</p>	<p>Students will analyse and evaluate how distribution methods have changed over the years and how many retailers have added more distribution channels to their traditional high street outlets.</p> <p>Students will be able to assess the factors that influence the origin,</p>	Thinking critically about business ideas and issues. Using various business concepts and data to synthesise the information to make judgements in order to evaluate the scenario and make a realistic judgement in order to evaluate the scenario and make a realistic judgement

			<p>Inventory control</p> <p>a) Interpretation of inventory control diagram.</p> <p>b) Buffer inventory.</p> <p>c) Implications of poor inventory control.</p> <p>d) Just in time (JIT).</p> <p>e) Waste minimisation.</p> <p>f) Competitive advantage from lean production.</p> <p>4 Quality management</p> <p>a) Quality:</p> <ul style="list-style-type: none"> • control • assurance • circles. <p>b) Total Quality Management (TQM).</p> <p>c) Continuous improvement (Kaizen).</p> <p>d) Competitive advantage from quality management.</p>	<p>nature of and reaction to change in a business. Students will be able to discuss how changes impact a business and what issues may be raised when managing change. Students will be able to assess risk and various degrees of risk mitigation for given businesses when considering contingency planning.</p>	
	5-6	Managing People – Approaches to staffing	<p>Approaches to staffing</p> <p>a) Staff as an asset; staff as a cost.</p> <p>b) Flexible workforce:</p> <ul style="list-style-type: none"> • multi-skilling • part-time and temporary • zero-hour contracts • flexible hours and home working • outsourcing. <p>c) Distinction between dismissal and redundancy.</p>	<p>Students form a judgement on ethical recruitment and analyse the different small and large firms in UAE and their job requirements. They shall compare and evaluate it with the UAE labour law and analyse how the recruitment and selection process is always as per the country's law.</p>	<p>thinking critically about business ideas and issues. Using various business concepts and data to synthesise the information to make judgements in order to evaluate the scenario and make a realistic judgement in order to evaluate the scenario and make a realistic judgement</p>

Year: 12

Subject: Business

			<p>d) Employer/employee relationships</p> <ul style="list-style-type: none"> • individual approach • collective bargaining. <p>2 Recruitment, selection and training</p> <p>a) Recruitment and selection process:</p> <ul style="list-style-type: none"> • internal versus external recruitment. <p>b) Costs of recruitment, selection and training</p> <p>c) Types of training:</p> <ul style="list-style-type: none"> • induction • on-the-job • off-the-job. 		
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