










Key Stage 5

Year 12 Curriculum Map Term 2, 2021 – 2022

Subject: AS Level Business Studies (EDEXCEL)			
Focus/Topic	UAE Links	HPL Link	Home Learning / Guided Reading
WEEK 1 Marketing Mix <ul style="list-style-type: none"> PRICING STRATEGIES Understand the types of pricing strategies 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 	Learners to research on the pricing strategies of any 2 PLC of their choice in Dubai and compare them in terms of profitability - Pepsi Vs.....	 Students will use empathy to evaluate this business concept as they look at the impact of pricing strategies and ethical distribution channels.	Prices comparison websites which students can look at to see the impact on businesses: https://www.mysupermarket.co.uk/ http://www.kelkoo.co.uk/
WEEK 2 <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. 	Class investigation to identify what the rules in the UAE with regard to dismissal and redundancy	 Students will use empathy to evaluate LABOUR laws and the rights of employees	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.

WEEK 3 <ul style="list-style-type: none"> ORGANISATIONAL DESIGN- ORGANISATION STRUCTURES Discuss the advantages of having an Organisational Structure, Hierarchy, chain of command, span of control, centralisation and decentralisation 	Class to investigate the organizational structure of a UAE municipal building	 <p>The students will demonstrate their ability to work effectively within the rules of a domain through their application of organisational structures and designs</p>	Draw an organisational chart for a given scenario then flatten the chart and discuss potential advantages and disadvantages of doing so.
WEEK 4 MOTIVATION IN THEORY AND PRACTICE – Discuss the importance of employee motivation to a business. <ul style="list-style-type: none"> Financial and non-financial methods of Motivation to improve employee performance. 	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>The students will use reasoning and Critical thinking skills to discuss occur in demand and supply of goods and services.</p>	Students should compare and contrast the main motivation theories and how these can be applied in real life business situations.
<div>  WEEK 5 -6 MOCKS </div>			
WEEK 7 MIDTERM BREAK			
WEEK 8 <ul style="list-style-type: none"> LEADERSHIP Types of Leadership - autocratic, democratic, paternalistic, laissez-faire. 	Students will choose an influential UAE Business leader of their choice and discuss his management style	 <p>The students will use their ability to monitor and self correct as they carry out self reflection into their own leadership qualities and that of others</p>	Students carry out a skills audit evaluating their own leadership traits
WEEK 9 <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. 	Able to think and analyse how their day to day activities can help them to be enterprising, promoting young entrepreneurs	 <p>The student will be asked to generate new ideas and conceive something entirely new</p>	Students will be provided an opportunity to think of innovative business ideas.

	using links to EXPO experience		
WEEK 10 BUSINESS OBJECTIVES Understand the Objectives of a Business and Business Choices	A case study analysis of a UAE business and its objectives	 The students will draw on previous IGCSE knowledge to them build and make connections with the wider world and business experiences.	Past exam question relating to Business Objectives and SMART concept.
• Revision			
• Exam practice		