

Saffron Walden County High School Curriculum

CURRICULUM SUMMARY



SAFFRON WALDEN
COUNTY HIGH SCHOOL

Year 12		AUTUMN TERM		SPRING TERM		SUMMER TERM	
		TERM 1A	TERM 1B	TERM 2A	TERM 2B	TERM 3A	TERM 3B
Social Sciences - Business	KNOWLEDGE DOMAIN	<p>Understanding the nature and purpose of business: why businesses exist, mission and objectives, the measurement and importance of profit</p> <p>Understanding different business forms: different forms of business, shareholders, influences on share price</p> <p>The external environment and its impact on costs & demand</p> <p>Managers, leadership and decision making</p>	<p>Marketing Management: Setting marketing objectives, Understanding markets and customers, Making marketing decisions: segmentation, targeting, positioning</p> <p>Operational Management: Setting operational objectives, Analysing operational performance, Making operational decisions to improve performance: increasing efficiency and productivity</p>	<p>Marketing Management: Making marketing decisions: using the marketing mix</p> <p>Operational Management: Making operational decisions to improve performance: improving quality, Making operational decisions to improve performance: managing inventory and supply chains</p>	<p>Financial Management: Setting financial objectives, Analysing financial performance,</p> <p>Human Resource Management : Setting human resource objectives, Analysing human resource performance, making human resource decisions: improving organisational design and managing the human resource flow</p>	<p>Financial Management: Making financial decisions: sources of finance, Making financial decisions: improving cash flow and profits</p> <p>Human Resource Management: Making human resource decisions: improving motivation and engagement, Making human resource decisions: improving employer-employee relations</p> <p>Revision</p>	<p>Revision</p> <p>Internal Assessment</p> <p>Analysing the strategic position of a business: The value of SWOT analysis</p> <p>Analysing the social environment: Corporate Social Responsibility (CSR)</p>

	<p>SKILLS DEVELOPED THROUGH THE KNOWLEDGE AND ENQUIRIES TAUGHT THIS HALF TERM</p>	<p>Application of concepts learnt to case studies, real life Quantitative skills calculation of revenue/profit/decision trees Use and interpret quantitative and non-quantitative information in order to make decisions Evaluation of concepts and decision making</p>	<p>Calculate market and sales growth, market share and size Calculate, use and understand percentages and percentage changes Interpret index numbers Calculate and interpret operations data Calculate and interpret values of price and income elasticity of demand Interpret, apply and analyse information in written, graphical and numerical forms. Critical analysis of models Evaluation: making balanced judgements</p>	<p>Application of concepts and models Critical analysis of models Evaluation Communication and research skills</p>	<p>Calculate and interpret HR data Calculate, manipulate and interpret break-even Construct and interpret a range of standard graphical forms Application of concepts and models Critical analysis of models Evaluation</p>	<p>Communication and research skills Application of concepts and models Critical analysis of models Evaluation</p>	<p>Application and analysis of concepts and models Evaluation</p>
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