



	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Unit Teacher 1 Teacher 2	1 What is Business? 2 Managers, leadership and decision making	1 What is Business? 4 Operational management 2 Managers, leadership and decision making 3 Marketing management	4 Operational management 3 Marketing management	6 Human resource management 5 Financial management	6 Human resource management Mock Revision 5 Financial management Mock Revision	Mock Revision 7 Analysing strategy: Internal factors (Yr 13) 8 Choosing strategic direction (Yr 13)
Lesson Topics	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 M, L and DM 2.2 Management 2.3 Role and importance of stakeholders	3 Marketing management 3.1 Setting marketing objectives 3.2 Understanding markets and customers 3.3 Marketing decisions: STP 3.4 Marketing decisions: Using the Marketing Mix 4 Operational management 4.1 Setting operational objectives 4.2 Analysing operational performance 4.3 Increasing efficiency and productivity 4.4 Improving quality 4.5 Managing inventory and supply chains 4.6 Improving employer-employee relations		5 Financial management 5.1 Setting financial objectives 5.2 Analysing financial performance 5.3 Sources of finance 5.4 Improving cash flow and profits 6 HR management 6.1 Setting human resource objectives 6.2 Analysing human resource performance 6.3 Improving organisational design and human resource flow 6.4 Improving motivation and engagement		7a Internal factors 7.1 Mission, corporate objectives and strategy 7.2 Analysing internal position: financial ratio analysis 7.3 Analysing overall position 8 Choosing strategic direction 8.1 Strategic direction: choosing markets and products 8.2 Strategic positioning: choosing how to compete



	Term 1	Term 2	Term 3	Term 4	Term 5	
Unit Teacher 1 Teacher 2	7a Analysing strategy: Internal factors 8 Choosing strategic direction 7b Analysing strategy: External factors	7a Analysing strategy: Internal factors 7b Analysing strategy: External factors	9 Strategic methods: how to pursue strategy 7b Analysing strategy: External factors	9 Strategic methods: how to pursue strategy Mock Revision 10 Managing strategic change Mock Revision	Final summer exam revision <ul style="list-style-type: none"> - Past papers - Data handling - Case study analysis - Extended writing 	
Lessons	7a Internal factors 7.1 Mission, corporate objectives and strategy 7.2 Analysing internal position: financial ratio analysis 7.3 Analysing overall position 8 Choosing strategic direction 8.1 Strategic direction: choosing markets and products 8.2 Strategic positioning: choosing how to compete	7b External factors 7.4 Political and legal change 7.5 Economic change 7.6 social and technological change 7.7 Competitive environment 7.8 Investment appraisal	9 How to pursue strategy 9.1 Assessing change in scale 9.2 Assessing innovation 9.3 Assessing internationalisation 9.4 Assessing greater use of digital technology	10 Managing strategic change 10.1 Managing change 10.2 Managing organisational culture 10.3 Managing strategic implementation 10.4 Problems with strategy	Revision: All 10 units Rubrics and exam technique Past paper walkthroughs under visualiser Retrieval practice/MCQs Exemplar answer modelling Scaffolded extended writing Timed practice Number challenges/data handling practice	