The Fisher Way: Curriculum

The Fisher Way aims to educate and inspire with joy, faith and love because we are an inclusive Catholic community.

Successful and resilient learners who aspire to and achieve excellence

Confident individuals who can explore and communicate effectively

Responsible citizens who are active, loving and wise in all their endeavours

Subject	AQA A Level Business
Year Group	Year 12
Intent	Successful and resilient learners: The course takes a holistic approach to Business, by using interrelated Business Models and theories to support Business analysis.

	Confident individuals: Develops students to become effective and independent learners , as well as being critical and reflective thinkers with enquiring minds Responsible citizens: Creates students that are able to investigate and analyse real business opportunities and issues and can construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth of understanding of business.					
Narrative	*Students need to understand the basics of what a business is and how their objectives, ownership type influence how they operate. This is then developed upon further by being able to explore and explain various marketing topics and debate how they are able to influence a business' overall strategic position and strategi direction.*					
Half term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Knowledge (topics studied)	**Unit 1- Managing Market and Finance** **Unit 2- Managing People and Operations**				**Unit 1: Managing Market and Finance**	

Key skills	**Unit 1: Business Objectives** Introduction to entrepreneurs Business Planning and Decision Making Business Objectives **Unit 2: People Management** HR Objectives and Planning HR Data Organisational Design	**Unit 1: Business Forms and Stakeholders** Types of Business Forms Stakeholders **Unit 2: People Management** Leadership Developing People Teamwork	**Unit 1: Marketing Management** Market Research Confidence Intervals Market Mapping **Unit 2: People Management** Motivation Methods of Rewarding Employees Employee Wellbeing	**Unit 1: Marketing Management** Markets and Marketing Data Influences on Demand **Unit 2: People Management** Employer and Employee Relations Ethics in HR	**Unit 1: Marketing Management** Price Elasticity of Demand/Price Elasticity of Income Market Segmentation Niche and Mass Markets Marketing Objectives Product Life Cycle Boston Matrix Price Promotion	**Unit 1: Marketing Management** Digital Technology and its impact on Marketing International Marketing Ethical issues in Marketing
Careers & Cultural capital	**Unit 1:** To understand what is meant by the term entrepreneur and the skills they need to be successful.	**Unit 1:** To understand the types of business ownership models To understand the advantages and disadvantages of	**Unit 1:** To understand the role of market research has on creating a new product.	**Unit 1:** To understand the essential market conditions and be able to use market data when making decisions.	**Unit 1:** To understand how to calculate Price Elasticity and Income Elasticity of Demand.	**Unit 1:** To understand how digital technology has impact a business' approach to marketing and

	To understand the value of business plans. To be able to understand the importance of setting clear objectives. **Unit 2:** To understand what objectives can set for HR. To be able to confidently calculate and interpret Human Resources Data	different types of ownership. To understand what is meant by the term stakeholders. To be able to explain the impact that stakeholders have on a business and how they impact a business' operations. **Unit 2:** To understand the various leadership styles and explain how those styles impact employees. To understand the value of teamwork in a business To be able to explain why it is important that business develop their employees.	To be able to explain the opportunities and limitations of market research methods. To be explain how a business can use confidence intervals to make decisions. To be able to use a market map to plan strategic and marketing decisions. **Unit 2:** To be able to explain why a motivated workforce is important To be able to explain the ways businesses can motivate their employees To be able to explain the impact that positive employee well-being has on a business.	To understand the influences on demand and how they impact pricing decisions, To be able to explain how changes in demand impact strategic decisions. **Unit 2:** To understand how a business can maintain positive to employer and employee relations. To understand how ethics impact Human Resource practices.	To confidently explain and interpret price elasticity of demand and income elasticity of demand. To understand the term market segmentation and its importance when targeting customers. To Understand the various stages of a product life cycle and how a business can use it to make marketing decisions. To understand the importance of setting marketing objectives and using them to measure success. To Understand the various section of the Boston Matrix and how a business can use it to make marketing decisions. To understand why selecting the	meeting customer demands. To be able to explain how marketing activities differ in various international markets. To be able to explain how ethical decisions impact a business' approach to marketing.

					correct pricing strategy and how it helps a business to remain competitive.	
Assessment	Introduction of 6 mark analyse exam questions Halfway Assessment for Topic 1 Halfway Assessment for Topic 2	Refinement of 6 Mark exam question approach Introduction of 9 mark assess questions. Develop. Better application of case study questions.	Refinement of 9 mark assess questions. Develop more confidence with using the SCORE technique when answering case study questions. Mock Examinations 1	Introduce 15 mark evaluate exam questions. Develop students use of using the AJIM structure to fully evaluate their question responses. Work on timed exam conditions ahead of upcoming mock examinations Full Topic Assessment for Topic 2.		Mock Examinations 2 Full Topic Assessment for Topic 1.