



## Year 12 Business

### Y12 Skills

AO1 – Apply knowledge

AO2 – Read information and identify relevant context to back up your points.

AO3 – Use connectives to build an argument (develop answers)

AO4 – Give an opinion based on the data analysed (Evaluate decisions)

### Y12 Knowledge

**3.1 What is Business?** - 3.1.1 Understanding the nature and purpose of business, 3.1.2 Understanding different business forms, 3.1.3 Understanding that businesses operate within an external environment

**3.2 Managers, leadership and decision making,-** 3.2.1 Understanding management, leadership and decision making, 3.2.2 Understanding management and decision making, 3.2.3 Understanding the role and importance of stakeholders,

**3.3 Decision making to improve marketing performance-** 3.3.1 Setting marketing objectives, 3.3.2 Understanding markets and customers, 3.3.3 Making marketing decisions: segmentation, targeting, positioning, 3.3.4 Making marketing decisions: using the marketing mix

**3.4 Decision making to improve operational performance** - 3.4.1 Setting operational objectives, 3.4.2 Analysing operational performance, 3.4.3 Making operational decisions to improve performance: increasing efficiency/productivity, 3.4.4 Making operational decisions to improve performance: Improving quality, 3.4.5 Making operational decisions to improve performance: managing inventory and supply chains

**3.5 Decision making to improve financial performance** - 3.5.1 Setting financial objectives, 3.5.2 Analysing Financial performance, 3.5.3 Making financial decisions: sources of finance, 3.5.4 Making financial decisions: improving cash flow and profits

**3.6.1 Setting HR objectives** - 3.6.2 Analysing HR performance, 3.6.3 Making HR decisions: improving org design and managing HR flow, 3.6.4 Making HR decisions: improving motivation and engagement, 3.6.5 Making HR decisions: improving employer-employee relations