

A LEVEL BUSINESS YEAR 12: TERM 3

SUBJECT	TOPICS	TIME	LEARNING OUTCOME	RESOURCES
Teacher 1 KN	Decision making to improve marketing performance: Market segmentation, targeting and the marketing mix.		Interpretation of marketing data. Segmentation Niche and Mass marketing. Pricing decisions should include penetration and price skimming. Promotional decisions should include the value of branding. Distribution decisions should include multi-channel distribution. Influences on an integrated marketing mix Topics covered – mix of MCQ, data response and essays Skills based and exam approach. Read and make notes on chapters: 13-25. Section A Questions full sentences (Think Revision) at the end of each chapter Section. B Data Response, select one and complete timed conditions (think exam approach). Section C – select one essay and complete under timed conditions.	Read and make notes on chapters: 13-25. https://www.youtube.com/watch?v=ODiz0JRx2U https://www.youtube.com/watch?v=2-m9iJnUJuA&list=PLp8BSCLLWBUDok3UJgUkNrxyXtDPQ3zga&index=6 https://www.youtube.com/watch?v=6qH0N1Ircfc&list=PLp8BSCLLWBUDok3UJgUkNrxyXtDPQ3zga&index=10 https://www.youtube.com/watch?v=TsqR8Qm1OXk&list=PLp8BSCLLWBUDok3UJgUkNrxyXtDPQ3zga&index=11
Teacher 2 MP/JT	Complete Finance module: Sources of finance		To learn about internal and external sources of finance To understand the advantages and disadvantages of different sources of finance for short- and long-term uses	Unit 43 p268 Read the chapter Make detailed notes

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Cash and profit	<p>To learn about methods of improving cash flow To learn about methods of improving profits and profitability To learn about difficulties improving cash flow and profit.</p>	<p>Complete the Workbook section at the end of the chapter</p>
<p><u>Decision making to improve Operational Performance:</u></p>	<p>To understand the value of setting operational objectives To learn about external and internal influences on operational objectives and decisions To learn about the interpretation of operations data To calculate operations data Lean production should include 'Just-In-Time' operations. The mix of resources should include an understanding of labour and capital intensive processes. To understand the importance of capacity To understand the importance of efficiency and labour productivity To learn about how to increase efficiency and labour productivity To understand the benefits and difficulties of lean production To learn about the difficulties increasing efficiency and labour productivity To learn about how to choose the optimal mix of resources To learn about how to utilise capacity efficiently To understand how to use technology to improve operational efficiency</p>	<p>Unit 42 p262/unit 44 p274 Read the chapter Make detailed notes Complete the Workbook section at the end of the chapter</p>
<p>Objectives Operations data Capacity Efficiency Productivity Technology and operations</p>		<p>Section 4 Read the chapters P161-221 Make detailed notes Complete the Workbook sections at the end of the chapters.</p>

