

UCC - Year 12 Scheme of Learning: Business

This programme of study is constantly updated, this is the most recent version.

Autumn	Theme	1. Marketing and People This theme enables students to understand how businesses identify opportunities and to explore how businesses focus on developing a competitive advantage through interacting with customers. Students develop an understanding of how businesses need to adapt their marketing to operate in a dynamic business environment. This theme also considers people, exploring how businesses recruit, train, organise and motivate employees, as well as the role of enterprising individuals and leaders.														
		1.1 Meeting Customer Needs			1.2 Market		1.3 Marketing Mix and Strategy			1.4 Managing People					1.5 Entrepreneurs & Leaders	
	Topic	1.1.1 The market	1.1.2 Market Research	1.1.3 Market Positioning	1.2.1 Demand 1.2.2 Supply	1.2.3 Markets 1.2.4 Price elasticity of demand 1.2.5 Income elasticity of demand	1.3.1 Product/service design mix 1.3.2 Branding and Promotion	1.3.3 Pricing Strategies 1.3.4 Distribution	1.3.5 Marketing Strategy	1.4.1 Approaches to Staffing	1.4.2 Recruitment, selection & training	1.4.3 Organisational Design	1.4.4 Motivation in theory and practice	1.4.5 Leadership	1.5.1 Role of an Entrepreneur	1.5.2 Entrepreneurial motives and characteristics
	PSHE Numeracy															
Spring	Theme	1. Marketing and People			2. Managing Business Activities This theme enables students to develop an understanding of raising and managing finance, and measuring business performance. The theme outlines the importance of using resources efficiently within a business to ensure that goods or services can be delivered effectively and efficiently, and to a high quality. Students also consider the external influences that have an impact on businesses, including economic and legal factors.											
		1.5 Entrepreneurs & Leaders			2.1 Raising Finance		2.2 Financial Planning			2.3 Managing Finance						
	Topic	1.5.3 Business Objectives	1.5.4 Forms of Business 1.5.5 Business Choices	1.5.6 Moving from entrepreneur to leader	2.1.1 Internal Finance 2.1.2 External Finance	2.1.3 Liability 2.1.4 Planning	2.2.1 Sales Forecasting	2.2.2 Sales, revenues & Costs	2.2.3 Break even 2.2.4 Budgets	2.3.1 Profit	2.3.2 Liquidity	2.3.3 Business failure				
	PSHE Numeracy															
Summer	Theme	2. Managing Business Activities					3. This theme moves from functions to strategy, enabling students to develop their understanding of the core concepts and to take a strategic view of business opportunities and issues. Students analyse corporate objectives and strategy against financial and non-financial performance measures and how businesses grow, and develop an understanding of the impact of external influences. The theme covers the causes and effects of change and how businesses mitigate risk and uncertainty.									
		2.4 Resource Management			2.5 External Influences			3.1 Business Objectives & Strategy								
	Topic	2.4.1 Production, productivity and efficiency	2.4.2 Capacity utilisation	2.4.3 Stock Control 2.4.4 Quality Management	2.5.1 Economic influences	2.5.2 Legislation	2.5.3 The Competitive Environment	3.1.1 Corporate Objectives	3.1.2 Theories of Corporate Strategy	3.1.3 SWOT Analysis	3.1.3 SWOT Analysis	3.1.4 Impact of External Influences				
	PSHE Numeracy															