

Curriculum Overview – Year 12 Business

Unit Title	Learning	How can parents best support?
Unit 1 – The Business Environment	<p>L01 Types of businesses and their objectives To understand different types of businesses and their objectives</p> <p>L02 Functional Areas To understand how the functional areas of businesses work together</p> <p>L03 Organisational Structure To understand the effect of different organisational structures on how businesses operate</p> <p>L04 Finance To be able to use financial information to check the financial health of a business</p> <p>L05 Stakeholders To understand the relationship between businesses and stakeholders</p> <p>L06 External Influences and Constraints To understand the external influences and constraints on businesses and how businesses could respond</p> <p>L07 Business Planning To understand why businesses plan</p>	<p>Ensure students are researching the theory for their exam in their own time and are attempting the practice exam questions. All tasks are accessible using the L drive.</p> <p>Encourage students to read the business section of a newspaper with a good business section – The Times, The Independent, The Financial Times or The Guardian.</p>

<p>Unit 4 – Customers & Communication</p>	<p>LO1 Understand who customers are and their importance to businesses LO2 Understand how to communicate with customers LO3 Be able to establish a rapport with customers through non-verbal and verbal communication skills LO4 Be able to convey messages for business purposes LO5 Know the constraints and issues which affect the sharing, storing and use of information for business communications</p>	<p>Ensure students are working on their coursework tasks in their own time and meeting all deadlines set. All tasks are accessible using the L drive resources.</p> <p>Support students by helping them to research their chosen organisation. Encourage discussion in and around good and bad experiences of customer’s service.</p> <p>Encourage them to visit the organisation they are studying (Specsavers) to observe/experience the customer service delivered and collect research (leaflets, promotions). Speak to family and friends that are Specsavers customers about their experience.</p>
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