



QPHS Year 12 AQA Business Curriculum Map

Half term	Title	Unit summary	Assessment
1	Unit 1 What is a business?	<ul style="list-style-type: none"> • Why businesses exist, mission and objectives • Measurement and importance of profit • forms of business • shareholders • external environment 	Students are assessed via the completion of past paper questions during and at the end of the unit of study
2	Unit 2 Managers leadership & decision making	<ul style="list-style-type: none"> • management and leadership • decision making based on data and on intuition • Stakeholder needs, overlap and conflict 	Students are assessed via the completion of past paper questions during and at the end of the unit of study
3	Unit 3 Marketing management	<ul style="list-style-type: none"> • marketing objectives • market research • price and income elasticity of demand data • segmentation, targeting and positioning • Elements of the marketing mix (7P's) • Understanding the value of digital marketing and e-commerce 	Students are assessed via the completion of past paper questions during and at the end of the unit of study
4	Unit 4 Operational management	<ul style="list-style-type: none"> • operational objectives • capacity • efficiency and labour productivity • lean production • quality • inventory, supply chain, outsourcing 	Students are assessed via the completion of past paper questions during and at the end of the unit of study
5	Unit 5 financial management	<ul style="list-style-type: none"> • financial objectives • cashflow , profit, profitability • budgets and cashflow forecasts • break-even • sources of finance 	Students are assessed via the completion of past paper questions during and at the end of the unit of study
6	Unit 6 human resource management	<ul style="list-style-type: none"> • human resource objectives • organisational structure • motivated and engaged employees • financial and non-financial methods of motivating employees • employer and employee communications and relations 	Students are assessed via the completion of past paper questions during and at the end of the unit of study