

Al Jazeera Academy Humanities Department: Programme of Study (Nov – Dec 2011)

<u>Year Group</u>	<u>Topics Covered</u>	<u>Knowledge and content</u>	<u>Key skills taught</u>	<u>Useful Websites / Books used</u>	<u>What will we test?</u>	<u>How can we help?</u>
Year 10	Business and the environment in which it operates	<ul style="list-style-type: none"> Factors influencing organizations Factors of Production Primary, Secondary, and Tertiary activity Business Location 	<ul style="list-style-type: none"> Need for finance External influences on business Be able to answer: What is production Labour intensive vs. Capital intensive production Specialization and the division of labour Changing relationships between the factors of production What is a primary sector What is secondary sector What is tertiary sector How changes in sectors occur and affect business The factors affecting business location Business local and the changing environment International location 	<ul style="list-style-type: none"> CIE Teacher Support Website Edexcel Website Edexcel IGCSE Business Studies Textbook YouTube IBO Website. ATLAS 	<ul style="list-style-type: none"> Knowledge of the finance and other external influences on business Knowledge of production and labour vs. capital intensive businesses Knowledge of labour Knowledge of how the factors of production work together 	
	Business and the environment in which it operates	<ul style="list-style-type: none"> Government influence on businesses – economic policy and regional policy 	<ul style="list-style-type: none"> Government influences on business activity and objectives The role of the government in the economy Why do governments influence businesses? Examples of 	<ul style="list-style-type: none"> CIE Teacher Support Website Edexcel Website Edexcel IGCSE Business Studies Textbook YouTube IBO Website ATLAS 	<ul style="list-style-type: none"> Knowledge of government influence on businesses activity – economic policy and regional policy Knowledge of a governments role on the economy Knowledge of 	

		<ul style="list-style-type: none"> Government Influence and other controls International trade and exchange 	<ul style="list-style-type: none"> government influence on business activity Consumer protection How legislation protects the consumer Competition policy Business Legislation International trade Visible and invisible trade Benefits from trade Protectionism What is an exchange rate Impact of exchange rates 		<ul style="list-style-type: none"> international trade Knowledge of exchange rates 	
Year 11	Marketing in Business	<p>The marketing mix – promotion</p> <p>The marketing mix - place</p>	<ul style="list-style-type: none"> The role of promotion Advertising Promotion Personal selling Public relations Customer Service The role of place in the marketing mix Channels of distribution Methods of transporting goods Drawing up a marketing plan 	<ul style="list-style-type: none"> CIE Teacher Support Website Edexcel Website IGCSE Business Studies Textbook YouTube IBO Website ATLAS 	<ul style="list-style-type: none"> Knowledge of the marketing mix – promotion Knowledge of the marketing mix - place 	
	Factors of Production	<p>Factors affecting production</p> <p>Factors affecting location</p>	<ul style="list-style-type: none"> What is production Productivity Methods of production Stock control Lean production Improvements in technology Quality control and assurance Location of industry Factors affecting the location of manufacturing 	<ul style="list-style-type: none"> CIE Teacher Support Website Edexcel Website IGCSE Business Studies Textbook YouTube IBO Website ATLAS 	<ul style="list-style-type: none"> Knowledge of the factors affecting production Factors affecting the location of a business Knowledge of businesses in the international community 	

		Business in the International Community	<ul style="list-style-type: none"> • Factors affecting the location of retail • Factors affecting the location of a service sector • The international dimension • Exchange rates • International economic organizations • Globalisation • Multinational companies 			
Year 12 (AS level)	People in organisations	Management and leadership	<ul style="list-style-type: none"> • Understand the main functions of managers • Analyse the importance of good management to the success of a business • Analyse the difference between McGregors theory x and theory Y • Recognise the key differences in management style • Evaluate the appropriateness of these styles to different business situations • Understand the significance of informal leadership • Analyse the four competencies of emotional intelligence. 	<ul style="list-style-type: none"> • CIE Teacher Support Website • Edexcel Website • Cambridge International AS and A Level Business Studies Textbook • YouTube • IBO Website • ATLAS 	<ul style="list-style-type: none"> • Multiple choice chapter test • End of unit test based on past exam papers. • Class assessment 	Motivation
			<ul style="list-style-type: none"> • Understand what motivation is and why motivated workers are important to business organisations 			

		HR management	<ul style="list-style-type: none">• Discuss the important contributions of motivational theorists and their relevance to business today• Understand the different methods used to motivate workers in practical situations• Analyse the appropriateness of different payment systems and evaluate their impact on motivation• Assess the role of non financial methods of motivation and evaluate their impact. • Understand the role and purpose of the human resource managers in an organisation.• Analyse the importance of staff in recruitment and selection to an organisation• Evaluate the different approaches to recruitment and selection• Assess the different types of employment contracts that can be awarded to staff• Discuss the importance of staff			
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			<p>training and staff development in increasing the efficiency and motivation of the workforce.</p> <ul style="list-style-type: none">• Appreciate the relationships between HR management, staff motivation and staff welfare in a business organisation.			
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Year13 (IBDP)	Marketing	Role of Marketing	<ul style="list-style-type: none"> • Define and understand the concept of marketing • Understand how market size and share can be measured • Describe the concepts of market and product orientation • Explain the difference between the marketing of goods and services • Analyse the marketing techniques of non-profit organizations • Discuss the effectiveness of the marketing mix in 	<ul style="list-style-type: none"> • CIE Teacher Support Website • IB Diploma Programme Business and Management Textbook • YouTube • IBO Website • ATLAS 		

		Marketing planning	<p>achieving objectives</p> <ul style="list-style-type: none"> • Examine the appropriateness of marketing objectives • Analyse and evaluate different methods of marketing objectives • Understand and evaluate different marketing strategies • Analyse a firms products using tools such as product portfolio analysis and BGG matrix • Analyse the appropriateness of different pricing strategies • Distinguish between different types of promotion and discuss their effectiveness • Discuss effectiveness of different types of distribution channels • Evaluate the opportunities and threats posed by entry into international markets • Analyse the effect of e-commerce on the marketing mix 			
	Production	Production methods	<ul style="list-style-type: none"> • Describe and compare the features and applications of each method of 			

		Cost, revenue and break even analysis	<p>production and analyse the most appropriate method of production for a given situation.</p> <ul style="list-style-type: none">• Define explain and give examples of each different type of cost• Explain the meaning of revenue and comment on possible sources of revenue for different organisations.• Explain and calculate the contribution to fixed costs• Use graphical and quantitative methods to calculate the break even quantity, profit and margin of safety and to analyse the effects of change on these three elements• Analyse the assumptions and limitations of break even analysis• Calculate the required output level for a given target profit or level of revenue.			
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