



YEAR 12 A LEVEL BUSINESS 2021 AUTUMN TERM 2



THEME 1

'An ambitious curriculum that meets the needs of all'

Medium Term Planning – Market

Intent	<ul style="list-style-type: none"> Pupils should be taught: Factors leading to a change in demand: Changes in the prices of substitutes and complementary goods. Changes in consumer incomes Changes in fashions, tastes and preferences Advertising and branding Demographics External shocks Seasonality Factors leading to a change in supply: Changes in the costs of production Introduction of new technology Indirect taxes Government subsidies External shocks The interaction of supply and demand The drawing and interpretation of supply and demand diagrams to show the causes and consequences of price changes Calculation of price elasticity of demand Interpretation of numerical values of price elasticity of demand The factors influencing price elasticity of demand The significance of price elasticity of demand to businesses in terms of implications for pricing. Calculation and interpretation of the relationship between price elasticity of demand and total revenue. Calculation of income elasticity of demand: Interpretation of numerical values of income elasticity of demand The factors influencing income elasticity of demand. The significance of income elasticity of demand to businesses How to answer a 4 mark calculation question and a 8 mark exam question
<p>Introduce students to how a business raises finance.</p>	<ul style="list-style-type: none"> SMSC: how a business needs to be aware that a consumer behaviour can change and affect their profit margins. PSHE: To be aware of how changes in demand /supply can affect the selling price of a product. Literacy: Use of tier 3 vocabulary – elasticity of demand, external shocks, government subsidies, demographics, income elasticity. Numeracy: elasticity of demand, income elasticity of demand
<p>Cross Curricular Links</p>	<p>Personal Skills: Listening – watching videos, group work, individual communication,</p> <p>Employability: You will be in a stronger position to understand when you are older how demand affects the price of products.</p>
<p>Becoming future ready</p>	
Differentiation	
<p>QFT/SEND Provision</p>	<p>Throughout this topic, quality first teaching will provide differentiation:</p> <p>By product: different learners are asked to present outcomes in a different way via pieces of writing, targeted questioning, models and drawings and speaking.</p> <p>By resource: Worksheets are clearly presented and accessible. Instructions are clearly outlined and separate from the information so that pupils know where to begin and end. Handouts are differentiated by outcome. Resources used will appeal to the range of preferred learning styles of pupils e.g. visual, auditory or kinesthetic learners. Scaffolding of tasks – word frames.</p> <p>By Intervention: by providing different levels of supervision and support</p> <p>By Progressive Questioning: exploring pupils' understanding through interactive dialogue using Blooms Taxonomy.</p> <p>By Grouping: according to prior attainment, gender, social preference, preferred learning style.</p> <p>By Task: Pupils should be involved in the identification of targets which are meaningful to them and in the selection of an appropriate task from the given range.</p> <p>By Offering Optional Activities: In class or as homework, to extend learning.</p> <p>This QFT/SEND provision will be explicit within the lesson by lesson schemes of work.</p> <p>By assessment: The use of writing frames and modelling to support with making progress for all in exam technique and assessments</p>

Intent & Implementation	In Year 12, we want to embed the curriculum so that pupils know tier 3 vocabulary and understand what is happening in the business world and how this can impact a business in either a positive / negative way.
Learning Outcomes (Most Powerful Knowledge)	<ul style="list-style-type: none"> • Students will be able to explain the difference elasticity of demand and income elasticity. • Students will be able to discuss the difference between external shocks and seasonality. • Students will be able to discuss the term demographics and how it is used by businesses. • Students will be able to explain why it is important that a business is aware of the factors affecting demand. • Students will be able to explain the difference price and income elasticity of demand. • Students will be able to interpret a supply /demand graph. • Students will be able to explain how changes in consumer income can affect demand for a product /service. • Students will be able to explain how consumers can / will turn to substitute goods. • Students will be able to explain the significance of income elasticity of demand to a business. • Students will have the skills to answer a 4 mark calculation question and a 8 mark exam question.
Current learning to be developed in the future within:	<ul style="list-style-type: none"> • How changes in supply /demand can go onto affect levels of inflation and interest rates..
Impact	See assessment map
Assessment	