

SRI LANKAN SCHOOL - MUSCAT		SCHEME OF WORK			YEAR : 2016/2017
CLASS : 12		SUBJECT:Business Studies	TEACHER : Gihan De Silva		
Month	No.of Periods	Intended Learning Objectives	Unit No.	TOPIC / DETAILS	Remarks
September		School Reopens - 1st Term			
Week 1			1	Unit 1- Business Enterprise	
	4	Identify the characteristics of entrepreneurs as: Initiative.hard working,resilient,creative,self confident,take calculated risks	1.1	Entrepreneurship	
Week 2	10	Identify the motives of entrepreneurs as: profit and non profit motives,ethical stance. Identify the role of an entrepreneur as giving the	1.1.1 & 2	Characteristics and motives	
		initial idea,creating and setting up the business and also running,expanding the business and innovation within it.	1.1.3	Role	
Week 3	0				Eid Holiday
Week 4	10	Discuss the different ways of structuring a business such as sole trader,partnership,private limited and public limited company	1.1.4	Company structure	
		cooperatives and other forms of business such as franchises.			
		Explain the two major types of stake holders as internal and external with examples	1.1.5	Stakeholders	
Week 5	10	Explain the way of developing one business idea as opposed toanother.	1.1.6	Opportunity cost	
October					
Week 5					
Week 6	8	Identify the product and market orientation,primary and secondary market research used to quantify demand and gain insight into	1.2	Researching a business opportunity	
		consumer behavior. Discuss the use of ICT to support market research and sampling methods and market segmentation	1.2.1	Market research	
Week 7	10	Explain the market,market size ,niche and mass market and differentiation.	1.2.2	The market	
		Explain market mapping,comptitive advantage of product and adding value.	1.2.3	Positioning	
		Explain product trial examples as free samples,tasting and the use of test marketing as an assesing method of the demand level	1.2.4	Product trial	
Week 8			1.3.	Supply and Demand	
	10	Discuss the relationship between price and demand and the non price factors affecting demand such as taste and fashion,income	1.3.1	Demand	
		substitutes,and compliments,demographics,seasonality and external shocks.			
Week 9	10	Discuss the relationship between price and supply and the non price factors affecting supply such as cost changes,technology	1.3.2	Supply	
		climate/weather,taxes and subsidies.			
		Identify how changes in demand might impact on supply and how changes in supply might impact on demand	1.3.3	Interaction of supply and demand	
Week 10	2				
November					
Week 10	8	Describe the sources of finance as internal and external with examples,alternative sources such as business angels and	1.4	Finance	
		venture capitalists			
Week 11	10		1.5	Measuring business performance	
		Explain pricing strategies,sales revenue,fixed and variable costs,and calculation of profit/loss	1.5.1	Price,sales,revenue,costs and profit	
		Identify contribution,break even point,and use of contribution to calculate break even point.Identify margin of safety	1.5.2	Break even	
Week 12	10	State gross profit and calculate GPM and NPM.Identify how a business might improve profitability.	1.5.3	Measuring and improving profit	
		Describe the importance of cash flow and construct cash flow forecat. Identify the use of Cash flow forecast to manage business	1.5.4	Cash flow	
Week 13			1.6	The wider business environment	

	10	Identify the impacts on businesses of government policies(taxation,spending level) and legislation(health annd safety/minimum wage	1.6.1	Government influences	
		Identify the impacts on businesses of unemployment,exchange rates,and inflation	1.6.2	Economic influence	
		Identify the impacts on businesses of the ecommerce,ethical consideration,environment and demographic change	1.6.3	Social influence	
Week 14	8			ASSESSMENT	
December					
Week 14	2	REVISION AND MODEL/ PAST PAPERS			
Week 15	6	REVISION AND MODEL/ PAST PAPERS			
Week 16		FIRST TERMTEST			
Week 17		FIRST TERMTEST			
Week 18				December Vacation	
January 2017					
School Reopens - 2nd Term					
Week 19					
			2	Unit 2- Business Structures and Processes	
			2.1	Marketing	
Week 20	10	Explain the term marketing,marketing objectives, and marketing strategies appropriate for different types of market.	2.1.1	Marketing objectives and strategy	
		Describe the components of marketing mix.I identify the product life cycle,Boston matrix	2.1.2	Marketing mix	
		Identify the effect on businesses of price changes,calculation and interpretation of PED,and its effect on total revenue.	2.1.3	Price elasticity of demand	
Week 21	10	Identify the effect on businesses of income changes,calculation and interpretation of YED,normal and inferior goods	2.1.4	Income elasticity of demand	
Week 22	10		2.2	Managing operations	
		Identify the factors affecting the productivity,distiction between labor and capital intensive production,factors influencing the efficiency	2.2.1	Productivity and efficiency	
		Describe the design mix and changes in the elements of the design mix to reflect social and economic trends	2.2.2	Product design	
		Calculating capacity utilisation,explain the implications of over ander capacity utilization and ways of improving it.	2.2.3	Capacity utilisation	
Week 23	6	Construct inventory control graphs.	2.2.4	Inventory control	
		Explain the JIT management,competitive advantage,minimizing waste,Quality management techniques	2.2.5	Lean production and quality management	
February					
Week 23	4			Lean production and quality management	
			2.3	Managing finance	
Week 24	10	Identify the different types of budgets as sales,production,zero. Variance analysis.	2.3.1	Budgets	
		Explain the purpose of sales forecast and the difficulties of estimation and also the factors affecting the sales forecast	2.3.2	Sales forecast	
		Explain the importance of working capital and the ways of managing potential cash shortfalls.	2.3.3	Working capital	
Week 25	10	Identify the difference between cash and profit and the importance of cash in the short term and profit in the long term,and the reasons why businesses fail	2.3.4	Why businesses fail	
Week 26	10		2.4	Managing people	
		Explain the terms: heirarchy,span of control chain of command,centralisation and decentralisation	2.4.1	Organisational structure	
		Explain the planning of staffing requirements accurately.Explain the recruitment and selection process and types of training	2.4.2	Recruitment/selection and training	
Week 27	6	Identify the leadership styles and McGregors theory X and Y	2.4.3	Leadership	
March					
Week 27	4	I identify the motivation theorists,financial incentives and non financial techniques to improve staff performance	2.4.4	Motivation	
Week 28	10	Explain the terms : flexible employment,flexible working and describe the ways of reducing staff costs.	2.4.5	Reduction of labor cost	

Week 29	10			Revision and past paper discussion of unit 1 and 2	
Week 30	6			Revision and past paper discussion of unit 1 and 2	
Week 31		MOCK EXAMINATION			
April					
Week 32				Paper corrections and report work	
Week 33				April vacation	
Week 34				School Reopens - 3rd Term	
	6			SEMINAR	
Week 35	8			SEMINAR	
May					
Week 36		EDEXCEL EXAM STARTS			
Week 37					
Week 38					
Week 39					
Week 40					
June					
Week 40					
Week 41					
Week 42					
Week 43					
Week 44					
Week 45				Summer vacation	