

Meden School Curriculum Planning							
Subject	A Level Business	Year Group	12	Sequence No.	Four	Topic	Decision making to improve Operational performance,

Retrieval	Core Knowledge	Student Thinking
What do teachers need retrieve from students before they start teaching new content ?	What specific ambitious knowledge do teachers need teach students in this sequence of learning?	What real life examples can be applied to this sequence of learning to development of our students thinking, encouraging them to see the inequalities around them and 'do something about them!'
Review of sequence 3 – Marketing <ul style="list-style-type: none"> • How can price elasticity and income elasticity of demand impact customer demand • how developments in technology are affecting marketing decision making and activities (e.g. digital marketing and the use of social media, relationship marketing and dynamic pricing) • ethical and environmental influences on marketing decisions • market conditions and competition • how marketing decisions help improve competitiveness 	<u>3.4 Decision making to improve operational performance</u> <ul style="list-style-type: none"> • how developments in technology are affecting decision making and activities in operations (e.g. more online businesses, better links with customers, suppliers and inventory control) • ethical and environmental influences on operations decisions • market conditions and competition • how decisions in operations improve the competitiveness of a business • the interrelationship between operational decisions and other functions. • <u>Setting operational objectives</u> The value of setting operational objectives Operational objectives include: <ul style="list-style-type: none"> • costs • quality • speed of response and flexibility • dependability • environmental objectives 	Should all local, national and international firms have an online presence? Its is a necessity? What are the implications if they do not? Can you list firms which only have a physical store? Why should operational objectives complement the corporate objectives? How can a local, national and international firm add value? Why are environmental objectives important in 2022? What are the implications of operating at under and over capacity for a firm?

<ul style="list-style-type: none"> the interrelationship between marketing decisions and other functions. Setting marketing objectives <p>Implied knowledge of Business, Marketing</p> <p>Review of KS4 Personal finance curriculum. Students should understand the role of entrepreneurs in providing enterprising ideas, employment and taking risks to get a reward. The use of money in society, credit cards and debt, borrowing money and interest repayments. Also, an awareness of the economy and how that can affect personal finance e.g. in a Boom, inflation is high, so are interest rates and repayment charges on loans are high</p>	<ul style="list-style-type: none"> added value. External and internal influences on operational objectives and decisions <p><u>Analysing operational performance</u> Interpretation of operations data Calculation of operations data:</p> <ul style="list-style-type: none"> labour productivity unit costs (average costs) capacity capacity utilisation. The use of data in operational decision making and planning <p><u>Making operational decisions to improve performance: increasing efficiency and productivity</u></p> <ul style="list-style-type: none"> The importance of capacity The importance of efficiency and labour productivity How to increase efficiency and labour productivity The benefits and difficulties of lean production Lean production should include 'Just in Time' operations. Difficulties increasing efficiency and labour productivity <p><u>How to choose the optimal mix of resources</u></p> <ul style="list-style-type: none"> The mix of resources should include an understanding of labour- and capital-intensive processes. How to utilise capacity efficiently How to use technology to improve operational efficiency <p><u>Making operational decisions to improve performance: improving quality</u></p> <ul style="list-style-type: none"> The importance of quality Methods of improving quality Methods of improving quality should include quality assurance. The benefits and difficulties of improving quality The consequences of poor quality 	<p>What is the link between average costs and economies and diseconomies of scale? How can operations data inform production planning?</p> <p>What is the link between labour productivity and efficiency?</p> <p>Can a service-based business also follow a JIT approach?</p> <p>Can a service base business follow a lean production approach?</p> <p>What is the difference between labour and capital intensive? Are labour intensive firms now being phase out in certain industries?</p> <p>How can quality be defined in a product and service-based business?</p> <p>How is flexibility linked mass customisation? What are the implications of this for a manufacturing business?</p> <p>Why do firms outsource?</p> <p>Explain the difference between buffer stock, reorder level and maximum stock levels.</p> <p>Why are inventory control charts needed?</p>
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