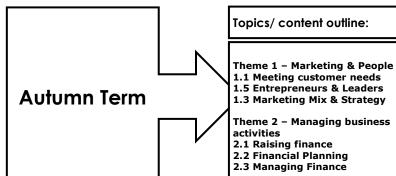


# Year 12 Curriculum Overview: Business





# Powerful Knowledge (key concepts, skills)

The market Liability
Role of an entrepreneur Internal finance
Entrepreneurial motives & External finance
characteristics Planning
Moving form entrepreneurial to Sales forecasting
leader Budgets

Forms of business Sales, revenue and costs
Business objectives Profit
Business choices Break-evn

Market research Market positioning Product/service design Branding and promotion

Recruitment, selection and

Organisation design

Economic influences

### What will you be assessed on?

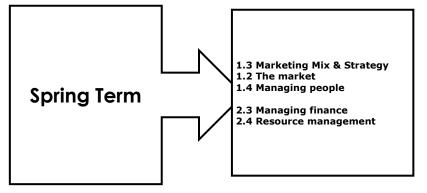
End of unit tests – Theme 1 Common Assessment 1 - 1.1 Meeting customer needs 1.5 Entrepreneurs & Leaders Common Assessment 2 – 1.3 Marketing Mix & Strategy

End of unit Tests – Theme 2 Common Assessment 1 – 2.1 Raising finance

Common Assessment 1 – 2.1 Raising finance Common Assessment 2 – 2.2 Financial Planning

# How can you help at home?

- Encourage students to read and stay up-todate with business in the real world
- Help students revise for the end of unit tests
- Check showbie to identify key resources that can help to further understanding – such as knowledge checkers, revision strategies and key questions

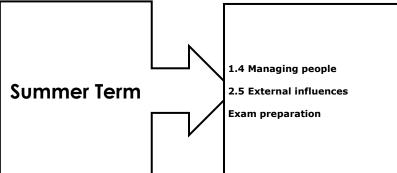


Pricing strategies Liquidity Distribution Business failure Marketing strategy Production, productivity and Demand efficiency Supply Capacity utilisation Markets Stock control PED Quality management YFD Approaches to staffing

End of unit tests – Theme 1 Common Assessment 3 - 1.3 Marketing Mix & Strategy Common Assessment 4 – 1.2 The market

End of unit Tests – Theme 2 Common Assessment 3 – 2.3 Managing Finance Common Assessment 4 – 2.4 Resource Management

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Motivation Leadership

training

Legislation
The competitive environment

Retrieval of previous learning

End of unit tests – Theme 1 Common Assessment 5 – 1.4 Managing people

End of unit Tests – Theme 2 Common Assessment 5 – 2.5 External Influences

End of year 12 exam Paper 1 – All of theme 1 Paper 2 - All of theme 2

- Encourage students to read and stay upto-date with business in the real world
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- Use showbie to access past papers



# Year 13 Curriculum Overview: Business



# Topics/ content outline: Theme 3 - Business decisions & strategy 3.1 Business objectives & strategy 3.4 Influences on business decisions 3.2 Business growth Theme 4 - Global business 4.2 Global markets and business expansion 4.4 Global industries and companies 4.1 Globalisation

# Powerful Knowledge (key concepts, skills)

Corporate objectives Conditions that prompt trade Corporate influences Assessment of a country as a Shareholders vs stakeholders market Corporate culture Assessment of a country as a production location Business ethics Theories of corporate strategy Global mergers or joint SWOT analysis ventures Impact of external influences Global competitiveness Growth Cultural and social issues Mergers and takeovers The impact of MNCs Ethics Organic growth Reasons for staying small Controlling MNCs Ouantitative sales forecasting Growing economies

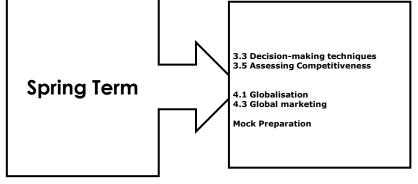
### What will you be assessed on?

End of unit tests – Theme 3 Common Assessment 1 – 3.1 Business objectives and strategy 3.4 Influences on business decisions Common Assessment 2 – 3.2 Business growth

End of unit Tests – Theme 4 Common Assessment 1 – 4.2 Global markets & business expansion Common Assessment 2 – 4.4 Global industries and companies

## How can you help at home?

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Investment appraisal
Decision trees
Critical Path Analysis
Interpretation of financial
statements
Ratio Analysis
Human Resources

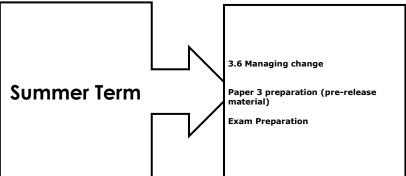
International trade and growth
Factors contributing to
increased globalisation
Protectionism
Trading blocs
Marketing
Niche markets

Mock exam - Paper 1 - Theme 1&4 Paper 2 - Theme 2&3

End of unit tests – Theme 3 Common Assessment 3 – 3.3 Decision-making techniques & 3.5 Assessing competitiveness

End of unit Tests – Theme 4 Common Assessment 3 – 4.1 Globalisation & 4.3 Global marketing

- Encourage students to read and stay up-todate with business in the real world
   Help students revise for the end of unit tests
- Check showbie to identify key resources that can help to further understanding such as knowledge checkers, revision strategies and key questions
- Use showbie to access past papers



Causes and effects of change Key factors in change Scenario planning Pre-release

A-level exams

Paper 1 – Theme 1&4 Paper 2 – Theme 2&3

Paper 3 - All themes based on a pre-released industry

 Encourage students to read and stay up-todate with business in the real world
 Help students revise for the end of unit tests

 Check showbie to identify key resources that can help to further understanding – such as knowledge checkers, revision strategies and key questions

Use showbie to access past papers