

Year 12 Curriculum Overview: Business



	Topics/ content outline:	Powerful Knowledge (key concepts, skills)	What will you be assessed on?	How can you help at home?
Autumn Term	<p>Theme 1 – Marketing & People 1.1 Meeting customer needs 1.5 Entrepreneurs & Leaders 1.3 Marketing Mix & Strategy</p> <p>Theme 2 – Managing business activities 2.1 Raising finance 2.2 Financial Planning 2.3 Managing Finance</p>	<p>The market Role of an entrepreneur Entrepreneurial motives & characteristics Moving form entrepreneurial to leader Forms of business Business objectives Business choices Market research Market positioning Product/service design Branding and promotion</p> <p>Liability Internal finance External finance Planning Sales forecasting Budgets Sales, revenue and costs Profit Break-evn</p>	<p>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</p> <p>End of unit Tests – Theme 2 Common Assessment 1 – 2.1 Raising finance Common Assessment 2 – 2.2 Financial Planning</p>	<ul style="list-style-type: none"> Encourage students to read and stay up-to-date 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
Spring Term	<p>1.3 Marketing Mix & Strategy 1.2 The market 1.4 Managing people</p> <p>2.3 Managing finance 2.4 Resource management</p>	<p>Pricing strategies Distribution Marketing strategy Demand Supply Markets PED YED Approaches to staffing Recruitment, selection and training Organisation design</p> <p>Liquidity Business failure Production, productivity and efficiency Capacity utilisation Stock control Quality management</p>	<p>End of unit tests – Theme 1 Common Assessment 3 - 1.3 Marketing Mix & Strategy Common Assessment 4 – 1.2 The market</p> <p>End of unit Tests – Theme 2 Common Assessment 3 – 2.3 Managing Finance Common Assessment 4 – 2.4 Resource Management</p>	<ul style="list-style-type: none"> Encourage students to read and stay up-to-date 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
Summer Term	<p>1.4 Managing people 2.5 External influences Exam preparation</p>	<p>Motivation Leadership</p> <p>Economic influences Legislation The competitive environment</p> <p>Retrieval of previous learning</p>	<p>End of unit tests – Theme 1 Common Assessment 5 – 1.4 Managing people</p> <p>End of unit Tests – Theme 2 Common Assessment 5 – 2.5 External Influences</p> <p>End of year 12 exam Paper 1 – All of theme 1 Paper 2 - All of theme 2</p>	<ul style="list-style-type: none"> Encourage students to read and stay up-to-date 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

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Autumn Term	<p>Theme 3 – Business decisions & strategy 3.1 Business objectives & strategy 3.4 Influences on business decisions 3.2 Business growth</p> <p>Theme 4 – Global business 4.2 Global markets and business expansion 4.4 Global industries and companies 4.1 Globalisation</p>	<p>Corporate objectives Corporate influences Shareholders vs stakeholders Corporate culture Business ethics Theories of corporate strategy SWOT analysis Impact of external influences Growth Mergers and takeovers Organic growth Reasons for staying small Quantitative sales forecasting</p> <p>Conditions that prompt trade Assessment of a country as a market Assessment of a country as a production location Global mergers or joint ventures Global competitiveness Cultural and social issues The impact of MNCs Ethics Controlling MNCs Growing economies</p>	<p>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</p> <p>End of unit Tests – Theme 4 Common Assessment 1 – 4.2 Global markets & business expansion Common Assessment 2 – 4.4 Global industries and companies</p>	<ul style="list-style-type: none"> Encourage students to read and stay up-to-date 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
Spring Term	<p>3.3 Decision-making techniques 3.5 Assessing Competitiveness</p> <p>4.1 Globalisation 4.3 Global marketing</p> <p>Mock Preparation</p>	<p>Investment appraisal Decision trees Critical Path Analysis Interpretation of financial statements Ratio Analysis Human Resources</p> <p>International trade and growth Factors contributing to increased globalisation Protectionism Trading blocs Marketing Niche markets</p>	<p>Mock exam – Paper 1 – Theme 1&4 Paper 2 – Theme 2&3</p> <p>End of unit tests – Theme 3 Common Assessment 3 – 3.3 Decision-making techniques & 3.5 Assessing competitiveness</p> <p>End of unit Tests – Theme 4 Common Assessment 3 – 4.1 Globalisation & 4.3 Global marketing</p>	<ul style="list-style-type: none"> Encourage students to read and stay up-to-date 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
Summer Term	<p>3.6 Managing change</p> <p>Paper 3 preparation (pre-release material)</p> <p>Exam Preparation</p>	<p>Causes and effects of change Key factors in change Scenario planning Pre-release</p>	<p>A-level exams</p> <p>Paper 1 – Theme 1&4 Paper 2 – Theme 2&3 Paper 3 - All themes based on a pre-released industry</p>	<ul style="list-style-type: none"> Encourage students to read and stay up-to-date 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