

Business Curriculum Map

Year Group	Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6
10	<p>Enterprise & entrepreneurship</p> <p>The dynamic nature of business</p> <p>Risk and reward</p> <p>How and why new business ideas come about</p> <p>Adding value</p> <p>Customer needs</p> <p>Market research</p>	<p>Market segmentation</p> <p>Market mapping</p> <p>The competitive environment</p> <p>Business aims and objectives</p> <p>Revenue costs and profit</p>	<p>Break even</p> <p>The importance of cash</p> <p>Cash flow forecasts</p> <p>Sources of finance</p>	<p>Ownership and liability</p> <p>Franchising</p> <p>Business location</p> <p>The Marketing mix</p> <p>Business plans</p>	<p>Stakeholders</p> <p>Technology and business</p> <p>Legislation</p> <p>Introduction to the economy</p> <p>External influences</p>	<p>Recap and revision</p> <p>Past paper review</p> <p>Investigation of real businesses to apply knowledge</p> <p>Preparation for year 11.</p>
11	<p>Methods of growth</p> <p>Finance for growth</p> <p>Changes in aims and objectives</p> <p>Globalisation</p> <p>Business ethics</p> <p>The marketing mix:</p> <p>Product</p> <p>Price</p> <p>Promotion</p> <p>Place</p>	<p>Business operations</p> <p>Productivity</p> <p>Managing stock</p> <p>Procurement</p> <p>Managing quality</p> <p>The sales process</p>	<p>Business calculations</p> <p>Understanding business performances</p> <p>Organisational structures</p> <p>The importance of effective communication</p> <p>Different ways of working</p> <p>Effective recruitment</p> <p>Effective training and development</p> <p>Motivation</p>	<p>Effective recruitment</p> <p>Effective training and development</p> <p>Motivation</p> <p>Revision and assessment preparation</p>		

KS5 Business Curriculum Map

Year Group	Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6
12	<p>What is business The nature and purpose of business Different business forms Managers Leadership and decision making Decision trees Marketing objectives Marketing and competitiveness Setting marketing objectives</p>	<p>Opportunity cost Stakeholders-understanding the role and their importance Market research Elasticity Niche vs mass marketing Operational objective Production</p>	<p>The marketing mix to include: Product Place Price Promotion People Process Physical environment Capacity utilisation Supply chains Managing inventory</p>	<p>HR Objectives Motivation and the theories that support it Improving financial performance Financial objective Revenue costs and profit</p>	<p>Organisational design Employee/employer relations HR data Break even analysis Cash flow management Sources of finance</p>	<p>Exam preparation, revision and exam technique. Look ahead to year 13 topics.</p>
13	<p>Strategic direction Ansoff's matrix Competitive advantage Influences in the mission of a business Corporate objectives, strategy and tactics SWOT analysis Financial objectives Financial ratio analysis Financial statements</p>	<p>Strategic positioning Assessing short and long term performance Changes in the political and legal environment The impact of government policy Globalisation CSR Technological change Investment appraisal.</p>	<p>Growth and retrenchment Economics and diseconomies of scale Methods and types of growth Innovation Protecting innovative ideas Reasons for trading internationally International markets China and India Targeting overseas markets Causes and value of change Flexible organisations Barriers to change Managing organisational culture Strategic implementation Network analysis Problems with strategy</p>	<p>Revision and assessment preparation</p>		