

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>Topic 1.1 Enterprise & entrepreneurship The dynamic nature of business Risk and reward How and why new business ideas come about</p> <p>Topic 1.2 Adding value Customer needs Market research</p>	<p>Market segmentation Market mapping The competitive environment</p> <p>Topic 1.3 Business aims and objectives Revenue costs and profit</p>	<p>Break even The importance of cash Cash flow forecasts Sources of finance</p>	<p>Topic 1.4 Ownership and liability Franchising Business location The Marketing mix Business plans</p>	<p>Topic 1.5 Stakeholders Technology and business Legislation Introduction to the economy External influences</p>	<p>Recap and revision Past paper review Investigation of real businesses to apply knowledge Preparation for year 11.</p>
11	<p>Topic 2.1 Methods of growth Finance for growth Changes in aims and objectives Globalisation Business ethics</p> <p>Topic 2.2 The marketing mix: Product Price Promotion Place</p>	<p>Topic 2.3 Business operations Productivity Managing stock Procurement Managing quality The sales process</p>	<p>Topic 2.4 Business calculations Understanding business performances</p> <p>Topic 2.5 Organisational structures The importance of effective communication Different ways of working Effective recruitment Effective training and development Motivation</p>	<p>Effective recruitment Effective training and development Motivation</p> <p>Revision and assessment preparation</p>	<p>Revision and assessment preparation</p>	
12	<p>Edexcel specification</p> <p>Theme 1: Meeting customer needs</p> <p>Theme 2: Raising finance</p>	<p>Theme 1: The market</p> <p>Theme 2: Financial planning</p>	<p>Theme 1: Marketing mix & strategy</p> <p>Theme 2: Managing finance</p>	<p>Theme 1: Managing people</p> <p>Theme 2: Resource management</p>	<p>Theme 1: Entrepreneurs and leaders</p> <p>Theme 2: External influences</p>	<p>Exam preparation, revision and exam technique.</p> <p>Look ahead to year 13 topics.</p>

13	<p>AQA Spec</p> <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>	Revision and assessment preparation	Revision and assessment preparation	
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KS5 xxx Curriculum Map

Year Group	Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6