

Subject: Business

Year group: Yr 12 and 13

Department Curriculum Vision:

To enable students to:

- develop an enthusiasm for studying business
- gain an holistic understanding of business in a range of contexts
- develop a critical understanding of organisations and their ability to meet society’s needs and wants
- understand that business behaviour can be studied from a range of perspectives
- generate enterprising and creative approaches to business opportunities, problems and issues
- be aware of the ethical dilemmas and responsibilities faced by organisations and individuals
- acquire a range of relevant business and generic skills, including decision making, problem solving, the challenging of assumptions and critical analysis
- apply numerical skills in a range of business contexts.

	Autumn Term 1	Autumn Term 2
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Content: (Know what...)	Theme 1: In this theme, students are introduced to the market, explore the marketing and people functions and investigate entrepreneurs and business start up. Students will need to build upon the knowledge, skills and understanding developed in Theme 1 and Theme 4, making connections across these two themes in Paper 1, and across Themes 1, 2, 3 and 4 in Paper 3. Students will need to apply their knowledge and understanding to both familiar and unfamiliar contexts in the assessments and demonstrate an awareness of current business issue. Content covered: -meeting customer needs -the market -marketing mix and strategy	Theme 1... cont: -managing people -entrepreneurs and leaders.
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Key vocabulary	Mass markets and niche markets: - o characteristics - o market size and market share - o brands b) Dynamic markets: - o online retailing - o how markets change - o innovation and market growth - o adapting to change c) How competition affects the market d) The difference between risk and uncertainty	a) Staff as an asset; staff as a cost b) Flexible workforce: - o multi-skilling - o part-time and temporary - o flexible hours and home working - o outsourcing c) Distinction between dismissal and redundancy d) Employer/employee relationships - o individual approach - o collective bargaining a) Recruitment and selection process: - o internal versus external recruitment b) Costs of recruitment, selection and training c) Types of training: - o induction - o on-the-job - o off-the-job a) Structure:																																				

		- o hierarchy - o chain of command - o span of control - o centralised and decentralised b) Types of structure: - o tall - o flat - o matrix c) Impact of different organisational structures on business efficiency and motivation
Mid Term Assessment	MUA	MUA
End Term Assessment	EUA	EUA
	Spring 1	Spring 2

Content: (Know what...)	Theme 2: In this theme, students explore the finance and operations functions, and investigate external influences on business. Students will need to build upon the knowledge, skills and understanding developed in Theme 2 and Theme 3, making connections across these two themes in Paper 2, and across Themes 1, 2, 3 and 4 in Paper 3. Students will need to apply their knowledge and understanding to both familiar and unfamiliar contexts in the assessments and demonstrate an awareness of current business issues. Content covered: -raising finance -financial planning -managing finance	Theme 2... cont -resource management -external influences.
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Key vocabulary	a) Owner's capital: personal savings b) Retained profit c) Sale of assets a) Sources of finance: o family and friends o banks o peer-to-peer funding o business angels o crowd funding o other businesses b) Methods of finance: o loans o share capital o venture capital o overdrafts o leasing o trade credit o grants	a) Methods of production: o job o batch o flow o cell b) Productivity: o output per unit of input per time period: - factors influencing productivity - link between productivity and competitiveness c) Efficiency: o production at minimum average cost: - factors influencing efficiency - distinction between labour and capital intensive production a) Capacity utilisation: o current output (divided by) maximum possible output (x 100) b) Implications of under- and over-utilisation of capacity																																				

	a) Implications of limited and unlimited liability b) Finance appropriate for limited and unlimited liability businesses	c) Ways of improving capacity utilisation
Mid Term Assessment	MUA	MUA
End Term Assessment	EUA	EUA
	Summer 1	Summer 2
Content: (Know what...)	Revision and consolidation for upcoming PPE PPE preparation	Theme 3: Business decisions and strategy -business objectives and strategy -business growth
Skills: (Know how...)	Students must be able to demonstrate all 4 key skills:	Students must be able to demonstrate all 4 key skills:

Assessment Objectives and weightings

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Key vocabulary

See above

See above

Mid Term Assessment

MUA

MUA

End Term Assessment

PPE

N/A

Additional information

Homework

On Google classroom.

Extra curricular and enrichment

See supra curriculum.

opportunities	
Useful links that will support learning	Tutor2u BizEd Business Bee
How parents can support learning	● Go through classwork and assist with homework ● Communicate with if there are problems ● Encourage your child to read the news with regards to the airline industry and travel and keep up to date with current affairs

Yr 13

Subject: Business

Year group:

	Autumn Term 1	Autumn Term 2
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Content: (Know what...)	Theme 3: In this theme, students develop their understanding of the concepts introduced in Theme 2 and explore influences on business strategy and decision-making. Students will need to build upon the knowledge, skills and understanding developed in Theme 2 in Theme 3, making connections across these two themes in Paper 2, and across Themes 1, 2, 3 and 4 in Paper 3. Teaching approaches to content must reflect this. Students will need to apply their knowledge and understanding to both familiar and unfamiliar contexts in the assessments and demonstrate an awareness of current business issues. Content covered: This theme moves from functions to strategy, enabling students to develop their understanding of the core concepts and to take a strategic view of business opportunities and issues. Students analyse corporate objectives and strategy against financial and non-financial performance measures and how businesses grow, and develop an understanding of the impact of external influences.	Theme 3... cont: The theme covers the causes and effects of change and how businesses mitigate risk and uncertainty. Quantitative sales forecasting a) Calculation of time-series analysis: o moving averages (three period/four quarter) b) Interpretation of scatter graphs and line of best fit – extrapolation of past data to future c) Limitations of quantitative sales forecasting techniques Investment appraisal a) Simple payback b) Average (Accounting) Rate of Return c) Discounted Cash Flow (Net Present Value only) d) Calculations and interpretations of figures generated by these techniques e) Limitations of these techniques Decision trees a) Construct and interpret simple decision tree diagrams b) Calculations and interpretations of figures generated by these techniques
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c) Limitations of using decision trees

Critical Path
Analysis

Skills:
(know how...)

Students must be able to demonstrate all 4 key skills:

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Key vocabulary	Mass markets and niche markets: Corporate objectives Theories of corporate strategy SWOT analysis Impact of external influences Mergers and takeovers Organic growth	Corporate influences a) Corporate timescales: short-termism versus long-termism b) Evidence-based versus subjective decision making Corporate culture a) Strong and weak cultures b) Classification of company cultures: - o power - o role - o task - o person c) How corporate culture is formed d) Difficulties in changing an established culture Shareholders versus stakeholders a) Internal and external stakeholders b) Stakeholder objectives c) Stakeholder and shareholder influences: - o stakeholder: that the business considers all of its stakeholders in its business decisions/objectives - o shareholder: that the business should focus purely on shareholder returns (increasing share price and dividends) in its business decisions/objectives
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		d) The potential for conflict between profit-based (shareholder) and wider objectives (stakeholder) Business ethics
Mid Term Assessment	MUA	MUA
End Term Assessment	EUA	EUA
	Spring 1	Spring 2

Content: (Know what...)	Theme 4: In this theme, students develop their understanding of the concepts introduced in Theme 1 and explore business activity in a global context. Students will need to build upon the knowledge, skills and understanding developed in Theme 1 in Theme 4, making connections across these two themes in Paper 1, and across Themes 1, 2, 3 and 4 in Paper 3. Teaching approaches to content must reflect this. Students will need to apply their knowledge and understanding to both familiar and unfamiliar contexts in the assessments and demonstrate an awareness of current business issues. Content covered: Students investigate businesses that trade on a global scale and explore their reasons for doing so. Students develop an understanding of the globally competitive environment and consider the ethical and moral dimensions of global business activities.	Theme 4... cont Students must investigate different types and sizes of organisation in various business sectors and environments, and in local, national and global contexts.
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Key vocabulary	Reduction of international trade barriers/trade liberalisation b) Political change c) Reduced cost of transport and communication d) Increased significance of global (transnational) companies e) Increased investment flows (FDI) f) Migration (within and between economies) g) Growth of the global labour force h) Structural change	a) Growth rate of the UK economy compared to emerging economies b) Growing economic power of countries within Asia, Africa and other parts of the world c) Implications of economic growth for individuals and businesses: - o trade opportunities for businesses - o employment patterns d) Indicators of growth: - o Gross Domestic Product (GDP) per capita - o literacy - o health - o Human Development Index (HDI)																																				
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Key vocabulary	See above	See above																																				
Mid Term Assessment	N/A	N/A																																				

End Term Assessment	N/A	N/A
Additional information		
Homework	On Google classroom.	
Extra curricular and enrichment opportunities	See supra curriculum.	
Useful links that will support learning	Tutor2u BizEd Business Bee	
How parents can support learning	● Go through classwork and assist with homework ● Communicate with if there are problems ● Encourage your child to read the news with regards to the airline industry and travel and keep up to date with current affairs	

