

YEAR 12 business CURRICULUM PROGRESSION OVERVIEW

Subject Curriculum Intent

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	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Topic	Theme 1 - Marketing and people	Theme 1 - Marketing and people	Theme 4 - Global business	Theme 4 - Global business	Theme 1 - Marketing and people Theme 4 - Global business	Theme 1 and Theme 4. Plus, theme 2 raising finance and financial planning.
Core Knowledge/ Threshold Concept	<p>Meeting customer needs: The market, market research, market positioning.</p> <p>The market: demand, supply, price and income elasticity.</p> <p>Marketing mix and strategy: Product/service design, branding and promotion, pricing strategies, distribution, marketing strategy.</p>	<p>Marketing mix and strategy continued: Product/service design, branding and promotion, pricing strategies, distribution, marketing strategy.</p> <p>Managing people: managing people, recruitment, leadership, organisational design and motivation.</p> <p>Entrepreneurs and leaders: entrepreneurs, business objectives, forms of business.</p>	<p>Globalisation: Growing economies, international trade and growth, globalisation, protectionism, trading blocs.</p> <p>Global markets and business expansion: conditions that prompt trade, assessment of a country as a market/production location, global mergers and ventures, global competitiveness.</p>	<p>Global marketing: Marketing, niche markets, cultural/social factors.</p> <p>Global industries and companies: the impact of MNCs, ethics, controlling MNCs.</p>	<p>Continue with Theme 4 and pick up on any areas that need reviewing. Review of Theme 1 as revision for mock.</p>	<p>Start theme 2: Raising finance – internal and external sources and methods of finance, implications of limited and unlimited liability. Use and limitation of a business plan and cash flow forecast.</p> <p>Financial planning – sales forecast. Calculation of sales, revenue and costs. Break-even including contribution and margin of safety. Purpose, types and difficulties of budgets including variance analysis</p>

<p>Why this learning now?</p>	<p>Paper 1 - Theme 1 of the course is taught first so that students develop a sound understanding of the basic fundamentals of starting and running a business, which is key information required to access other areas of the course.</p>	<p>Paper 1 - Theme 1 of the course is taught first so that students develop a sound understanding of the basic fundamentals of starting and running a business, which is key information required to access other areas of the course.</p>	<p>Paper 1 theme 4 work: Theme 4 of the course is taught after theme 1 as the skills required of students are the same and the assessment objectives are the same. Students are also able to use knowledge gained from the previous exam section to understand the content of this exam section better.</p>	<p>Paper 1 theme 4 work: Theme 4 of the course is taught after theme 1 as the skills required of students are the same and the assessment objectives are the same. Students are also able to use knowledge gained from the previous exam section to understand the content of this exam section better.</p>	<p>This builds upon and reviews content taught for Paper 1.</p>	<p>Start theme 2 (topic 1 and 2). This will enable students to review and recap this work after the holidays.</p>
<p>Assessment Opportunities:</p>	<p>Students complete an assessment at the end of each topic.</p>	<p>End of unit section mock examinations to identify gaps followed by self and peer assessment.</p>	<p>Summative Assessments: Paper 1 Theme 1 Mock – paper 1 Students complete an assessment at the end of each topic.</p>	<p>Summative Assessments: Paper 1 Theme 4: Globalisation, global markets and expansion, global marketing and global industries.</p>	<p>End of unit section mock examinations to identify gaps followed by self and peer assessment.</p>	<p>Summative assessment: Mock - Paper 1 combined theme 1 and 4.</p>
<p>Learning at Home</p>	<p>Use of SENECA for independent learning lessons and home learning to practice what is learned in face to face lessons.</p>	<p>Flipped business videos + worksheets, Extended writing to consolidate key skills and crucial knowledge, Flashcards, Summary sheets, Fill-in-the-blanks.</p>	<p>Use of SENECA for independent learning lessons and home learning to practice what is learned in face to face lessons.</p>	<p>Flipped business videos + worksheets, Extended writing to consolidate key skills and crucial knowledge, Flashcards, Summary sheets, Fill-in-the-blanks.</p>	<p>Use of SENECA for independent learning lessons and home learning to practice what is learned in face to face lessons.</p>	<p>Flipped business videos + worksheets, Extended writing to consolidate key skills and crucial knowledge, Flashcards, Summary sheets, Fill-in-the-blanks.</p>

Key Vocabulary	Dynamic, niche, differentiation, market mapping, competitive advantage, demand, supply, elasticity.	Brand, Distribution, product life cycle, Boston matrix, Limited liability, franchise, Trade off, opportunity cost, entrepreneurs.	Globalisation, trade blocs, tariffs, international trade, protectionism.	Niche markets, mergers, joint ventures, ethics, MNC's.	Globalisation, trade blocs, tariffs, international trade, protectionism. Niche markets, mergers, joint ventures, ethics, MNC's.	Venture capital, crowd funding, peer to peer loans, break even, cash flow, variance analysis.
Spiritual, Moral, Social and Cultural concepts covered	<p>Learners develop their ability to understand the importance of social, moral and cultural changes. The different spiritual beliefs of people play a key role in business planning. Learners are made aware that these beliefs need to be considered when bringing out new products and often embed this practice when they are planning their own enterprise product idea. This leads onto the Learners having the chance to work in teams, be creative, use their problem-solving skills and adapt products to meet the wants and needs of customers with different beliefs. Learners explore equal opportunities legislation and how it has changed over time. This provides the opportunity for them to form their own opinions and broaden their morals.</p>					
Links to careers and the world of work	<p>Business offers students the opportunity to study different types of businesses in different industries. It looks at why they exist, how they are set up and how they are run.</p> <p>Everyone works in an organisation which is a business of some sort – so studying business is useful as you develop skills that are found in most jobs. Business will give you the skills of coming up with business ideas, using maths skills to analyse data, making decisions and developing your communication skills through presentations and reports - all highly transferable skills.</p> <p>Business can lead into a wide range of careers such as marketing, HR, finance and law.</p> <p>Studied alongside maths it can open doors into careers related to finance or running your own business.</p>					

YEAR 13 business CURRICULUM PROGRESSION OVERVIEW

Subject Curriculum Intent

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	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Topic	Theme 2 - Managing business activities	Theme 2 - Managing business activities	Theme 3 - Managing business activities	Theme 3 - Managing business activities	Theme 1,2,3 and 4.	Theme 1,2,3 and 4.
Core Knowledge/ Threshold Concept	<p>Raising finance: Internal/external finance, liability, planning.</p> <p>Financial planning: sales forecasting, costs/revenue/profit, break even, budgets.</p> <p>Managing finance: profit, liquidity, business failure.</p>	<p>Resource management: Productivity, capacity utilisation, stock control, quality management.</p> <p>External influences: economic influences, legislation, the competitive environment.</p>	<p>Business objectives and strategy: Corporate objectives, corporate strategy, SWOT analysis, external influences.</p> <p>Business Growth: Growth, mergers/takeovers, organic growth, reasons for staying small.</p> <p>Decision making techniques: Quantitative sales forecasting, investment appraisal, decision trees, critical path analysis.</p>	<p>Influences on business decisions: corporate influences, corporate culture. Shareholders vs stakeholders, business ethics.</p> <p>Assessing competitiveness: Interpretation of financial statements, ratio analysis, human resources.</p> <p>Managing change: causes and effects of change, scenario planning, key factors in change.</p>	Revision for paper 1, paper 2 and paper 3 knowledge. Review of exam technique.	Revision for paper 1, paper 2 and paper 3 knowledge. Review of exam technique.
Why this learning now?	Theme 2 of the course is taught first in year 13 (with a recap of topic 2 and 2) so that students	Theme 2 of the course is taught first in year 13 so that students develop a sound	Theme 3 of the course is taught after theme 2 as the skills required of students are the same	Theme 3 of the course is taught after theme 2 as the skills required of students are the same	This is the most challenging aspect of the course and requires students to	

	develop a sound understanding of the basic fundamentals of growing a business and the financial aspects needed for one to operate effectively. This is key information required to access other areas of the course.	understanding of the basic fundamentals of growing a business and the financial aspects needed for one to operate effectively. This is key information required to access other areas of the course.	and the assessment objectives are the same. Students are also able to use knowledge gained from the previous exam section to understand the content of this exam section better.	and the assessment objectives are the same. Students are also able to use knowledge gained from the previous exam section to understand the content of this exam section better.	utilise skills from all previous topic areas and AO skills developed to be able to access the content. This is the synoptic element of the course and thus must be taught at the end to enable students to use other content from the course within their exam answers.	
Assessment Opportunities:	Summative assessment – paper 1 mock in lesson. Students complete an assessment at the end of each topic.	Students complete an assessment at the end of each topic.	Summative Assessments: Paper 2 Theme 2	Students complete an assessment at the end of each topic. Summative Assessments: Paper 2 Theme 3: Globalisation, global markets and expansion, global marketing and global industries.	Summative assessment: Paper 3 combined theme 1, 2, 3 and 4.	
Learning at Home	Use of SENECA for independent learning lessons and home learning to practice what is learned in face to face lessons.	Flipped business videos + worksheets, Extended writing to consolidate key skills and crucial knowledge, Flashcards, Summary sheets, Fill-in-the-blanks.	Use of SENECA for independent learning lessons and home learning to practice what is learned in face to face lessons.	Flipped business videos + worksheets, Extended writing to consolidate key skills and crucial knowledge, Flashcards, Summary sheets, Fill-in-the-blanks.	Use of SENECA for independent learning lessons and home learning to practice what is learned in face to face lessons.	Flipped business videos + worksheets, Extended writing to consolidate key skills and crucial knowledge, Flashcards, Summary sheets, Fill-in-the-blanks.

Key Vocabulary	Limited and unlimited liability, business plan, cash flow forecast, sales forecast, revenue, costs. Break-even, margin of safety, budgets, variance analysis.	Statement of comprehensive income, profitability. Statement of financial position, liquidity, working capital, production, productivity, efficiency. Capacity utilisation, stock control (JIC and JIT), quality, inflation, exchange rates, taxation, interest rates, Legislation.	Corporate objectives, theories of corporate strategies, SWOT analysis, PESTLE and Porters five forces, Organic, inorganic growth, quantitative sales forecasting, investment appraisal, decision trees, critical path analysis, corporate culture, stakeholders, ethics.	financial statements, ratio analysis (gearing and ROCE), human resources, labour productivity, turnover, retention, absenteeism, motivation, scenario planning.	Review and recall of all major business terms.	
Spiritual, Moral, Social and Cultural concepts covered	Learners will be aware of different cultures and are able to work in group situations to discuss the effects of culture on business today. Learners to learn to discuss how different multinational organisations trade in different cultures and backgrounds. Learners look at the production of goods and the recruitment and retention of staff. They practice role play interviews, which enables them to form their own views and opinions, understand the consequences of their actions and apply this to real life business situations.					
Links to careers and the world of work	Business offers students the opportunity to study different types of businesses in different industries. It looks at why they exist, how they are set up and how they are run. Everyone works in an organisation which is a business of some sort – so studying business is useful as you develop skills that are found in most jobs. Business will give you the skills of coming up with business ideas, using maths skills to analyse data, making decisions and developing your communication skills through presentations and reports - all highly transferable skills. Business can lead into a wide range of careers such as marketing, HR, finance and law. Studied alongside maths it can open doors into careers related to finance or running your own business.					