



Business Curriculum Map

Curriculum Intent Overview

The Business Studies curriculum at Bishop Challoner Catholic School aims to help students understand the world around them and recognise the important role that business plays in everyday life. Students are encouraged to develop an awareness of how businesses operate locally, nationally, and globally, and how business activity influences the society and economy they live in. Through studying Business, students will develop the confidence to think creatively, make informed judgements, solve problems independently, and make effective decisions. The curriculum also supports students in becoming reflective, responsible, and adaptable learners who understand how the business world is constantly changing.

At Bishop Challoner Catholic School, students are provided with opportunities to continue their studies beyond GCSE and further develop their knowledge and understanding at Key Stage 5. The Business curriculum equips students with valuable transferable skills that can support future careers in areas such as entrepreneurship, business management, finance, law, accounting, marketing, and business analysis. The Business courses offered at Key Stages 4 and 5 provide students with the knowledge, analytical skills, and real-world understanding needed for a challenging, engaging, and rewarding course of study, preparing them for further education, employment, and future career opportunities.

Year 10							
	HT1 [Sept – Oct]	HT2 [Nov – Dec]	HT3 [Jan-Feb]	HT4 [Feb – Apr]	HT5 [Apr – May]	HT6 [May – Jul]	Assessment Criteria
Curriculum Units	Unit: Theme 1 Topic: 1.1 Enterprise and entrepreneurship.	Unit: Theme 1 Topic: 1.2 Spotting a business opportunity.	Unit: Theme 1 Topic: 1.3 Putting a business idea into practice.	Unit: Theme 1 Topic: 1.4 Making the Business effective.	Unit: Theme 1 Topic: 1.5 External Influences	Unit: Theme 1 Topic: Exam practice	By end of year pupils can... (Link to Grade 7/B)
Knowledge	Knowledge: Students are introduced to the dynamic nature of business in relation to how and why business ideas come about. They also explore the impact of risk and reward on business activity and the role of entrepreneurship.	Knowledge: Students will explore how new and small businesses identify opportunities through understanding customer needs and conducting market research. They will also focus on understanding the competition.	Knowledge: Putting a business idea into practice – this topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects.	Knowledge: Making the business effective – students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.	Knowledge: Understanding external influences on business – students are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. Students will explore how businesses respond to these influences.	Knowledge: Students will completely consolidate their learning of all 5 topics learnt throughout year 10. This term will concentrate on application and analysis using past exam papers and questions. Students will also consolidate and practice their calculations skills. Application and Analysis of knowledge to exam case studies	Know and understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society
Topics							Develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen, and draw on evidence to make informed business decisions and solve business problems.
Learning Journey	They will study the following units: -1.1.1 Dynamic Nature of Business -1.1.2 Risk & Reward -1.1.3. The role of Business Enterprise Learning Outcomes -1.1.1 Dynamic Nature of Business □ I can state what the purpose of a business is □ I can identify the difference between a 'product' and a 'service'	They will study the following units: - 1.2.1: Customer Needs - 1.2.2 Market Research -1.2.3 Market segmentation - 1.2.4 The competitive environment Learning Outcomes - 1.2.1: Customer Needs □ I can describe what is meant by a customer need □ I can what the four different customer needs are: price, quality, choice and convenience □ I can state what is meant if a product/service is convenient for a customer	They will study the following units: - 1.3.1 Business aims and objectives - 1.3.2 Business revenues, costs and profits - 1.3.3 Cash and cash-flow - 1.3.4 Sources of business finance Learning Outcomes - 1.3.1 Business aims and objectives □ I can state what the difference between a business aim and objective is □ I can explain the different financial aims and	They will study the following units: 1.4.1 The options for start-up and small businesses 1.4.2 Business location 1.4.3 The marketing mix 1.4.4 Business plans Learning Outcomes 1.4.1 The options for start-up and small businesses □ I can state what is meant by limited liability □ I can state what is meant by the term unlimited liability □ I can analyse the effects of having limited/unlimited liability for business owners	They will study the following units: - 1.5.1 Business stakeholders - 1.5.2 Technology and business - 1.5.3 Legislation and business - 1.5.4 The economy and business - 1.5.5 External influences Learning Outcomes - 1.5.1 Business stakeholders □ I state what is meant by the term stakeholder □ I can describe what is meant by the term pressure groups	They will study the following units: - 1.1 Enterprise and entrepreneurship. - 1.2 Spotting a business opportunity. - 1.3 Putting a business idea into practice. - 1.4 Making the Business effective. - 1.5 External Influences Learning Outcomes - 1.1 Enterprise and entrepreneurship. - 1.2 Spotting a business opportunity. - 1.3 Putting a business idea into practice. - 1.4 Making the Business effective. - 1.5 External Influences	Apply knowledge and understanding to contemporary business issues Develop as effective and independent students, and as critical and reflective thinkers with enquiring minds. Use an enquiring, critical approach to make informed judgements. Investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and

☐ I can explain what is meant by the term 'entrepreneur'. ☐ I can describe the key characteristics of an entrepreneur ☐ I can analyse what the most important characteristics of successful entrepreneur are ☐ I understand why new business ideas come about ☐ I can explain how changes in technology can prompt new products and services to be developed ☐ I can state what is meant by e-commerce ☐ I can state what is meant by m-commerce ☐ I can analyse the impact social media has had on the way businesses are run ☐ I can explain how changes in what consumers want will affect the types of ideas business develop ☐ I can state what is meant by an 'obsolete' product. ☐ I can explain how products and services become obsolete ☐ I can describe how new business ideas come about ☐ I can state what is meant by 'product adaptation' ☐ I can explain why a business can adapt an existing product or service to keep up with consumer trends ☐ I can analyse the different ways a business can adapt existing product or service ☐ I can explain how a business idea can	☐ I can explain why the price is very important for customers ☐ I can analyse the importance of the different customer needs for different products/services ☐ I can explain how understanding customers can generate more sales for a business ☐ I can explain how a business who does not understand their customers' needs may fail. - 1.2.2 Market Research ☐ I can understand what is meant by the term market research ☐ I can explain the purpose of market research ☐ I can analyse how market research can be used to identify and understand: • Gaps in the markets • Customer needs ☐ I can analyse how market research can be reduce risk ☐ I can describe how market research can be used to inform business decisions ☐ I can state what is meant by primary research ☐ I can explain the different methods of primary research: • Survey • Questionnaire • Focus groups • Observation ☐ I can state what is meant by secondary research ☐ I can explain the different methods of secondary research: • Internet • Market reports • Government reports ☐ I can state what is meant by quantitative research ☐ I can state what is meant by qualitative research ☐ I can explain the role of social media in collecting the role of collecting market research	objectives of a business could be including: profit, sales, market share, survival ☐ I can explain what is meant by market share ☐ I can describe what non-financial aims and objectives of a business could be including: personal satisfaction, challenge, independence, control ☐ I can analyse why different types of businesses will have different types of aims and objectives ☐ I can explain what is meant by a social objective - 1.3.2 Business revenues, costs and profits ☐ I can state what is meant by revenue ☐ I can state what is meant by profit ☐ I can identify the different fixed costs and variable costs of a business ☐ I can describe the difference between a fixed cost and a variable cost of a business ☐ I can calculate the sales revenue of a business (Price X Quantity) ☐ I can calculate the total costs of a business (Fixed costs + variable costs) ☐ I can explain the difference between revenue and profit ☐ I can state what is meant by interest rate ☐ I can calculate the interest on a loan or savings ☐ I can describe what is meant by the break-even level of output of a business ☐ I can state what is meant by the margin of safety ☐ I can calculate the margin of safety of a business	☐ I can describe the features of the different types of business ownership: • Sole Trader • Partnership • Private limited Company • Public Limited Company • Franchise ☐ I can analyse the benefits and drawbacks of the different types of business ownership ☐ I can evaluate the different types of business ownership which may suit a business 1.4.2 Business location ☐ I state why the location of a business is important ☐ I can explain how proximity (being close to) can influence where a business is located: • Market (customers), Access to Labour • Access to Materials • Competitors ☐ I can explain how the nature of the business can affect the location of a business ☐ I can analyse the impact of the internet on where a business decides to locate such e.g: to use e-commerce or have fixed premises ☐ I can evaluate which factor is most important to a business when deciding where to locate. 1.4.3 The marketing mix ☐ I describe the features of each aspect of the Marketing Mix and why it is important: • Product • Price • Promotion • Place ☐ I can describe how technology can affect the 4P's of the marketing mix ☐ I can explain how a business's marketing mix will be affected by the number of competitors in	☐ I can identify the different stakeholders of a business and their different objectives: • Shareholders (owners) • Employees • Customers • Managers • Suppliers • Managers • Local Community • The Government • Pressure groups ☐ I can explain how the different stakeholders are affected by business activity ☐ I can state the different between external and internal stakeholders ☐ I can analyse how different stakeholders are impacted by business activity ☐ I can evaluate how conflicts can arise between different stakeholder groups - 1.5.2 Technology and business ☐ I describe what is meant by the term digital communications ☐ I can state what is meant by the term payment systems ☐ I can explain how the different types of technology can be used by businesses: • E-commerce • Social media • Digital communications • Payments systems e.g: contactless cards ☐ I can analyse how technology can increase/decrease the sales and costs of a business ☐ I can analyse the benefits and drawbacks of technology for a business ☐ I can evaluate how technology can impact how a business decides upon the correct organisation of the elements of the Marketing Mix		breadth and understanding of business Develop and apply quantitative skills relevant to business.
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	come about from an original idea. ☐ I can evaluate whether it is more important for an entrepreneur to meet customers' needs than to develop something unique and new. -1.1.2 Risk & Reward ☐ I can state what is meant by the term 'risk' ☐ I can explain the different risks of business activity ☐ I can explain what is meant by the term 'cash flow' ☐ I can state what is meant by the term 'sales revenue' ☐ I can state what is meant by the term 'investment' ☐ I can analyse the financial reasons why businesses fail ☐ I can evaluate the reasons outside a business's control that may cause it to fail ☐ I can explain the different ways that an entrepreneur has a lack of security when setting up a business ☐ I can describe the financial rewards of business activity ☐ I can explain other rewards that entrepreneurs receive from setting up a business ☐ I can explain the different ways that risks can be minimised.	☐ I can evaluate the benefits and drawbacks of using the different methods of market research ☐ I can analyse market research to inform decisions that a business might take about its products, prices and it promotes its products. ☐ I can state what is meant by biased market research ☐ I can explain the importance of the reliability of market research data -1.2.3 Market segmentation ☐ I can describe what is meant by the term market segmentation ☐ I can explain the different ways that a business can segment a market: • Demographics (like age/income) • Lifestyle • Location ☐ I can analyse the benefits to a business of segmenting a market ☐ I can state the purpose of a market map ☐ I can draw a market map using different variables e.g: price and quality ☐ I can analyse a market map to find (A) a gap in the market (B) locate competitors ☐ I can evaluate if there is a gap in the market, whether there may be a demand for the type of product that I have identified. - 1.2.4 The competitive environment ☐ I can describe the three ways that you can define a market: place, type of product and place ☐ I can state what is meant by competitors ☐ I can explain what strengths and weaknesses of a	above its break even level of output ☐ I can calculate the profit/loss of a business (TR-TC) ☐ I can identify the break-even level of output of a business using a graph ☐ I can calculate the break-even level of output and revenue of a business ☐ I can interpret the margin of safety, area of profit and area of loss on a break-even graph ☐ I can analyse the benefits to a business of using break-even analysis ☐ I can evaluate the impact of changes in revenue and costs of a business ☐ I can explain the actions a business can take if its revenue or costs change - 1.3.3 Cash and cash-flow ☐ I state what is meant by the term cash flow ☐ I can describe the different cash inflows and outflows of a business ☐ I can explain why having a positive cash flow is important for a business ☐ I can state what is meant by the term insolvent ☐ I can explain the difference between cash and profit - 1.3.4 Sources of business finance ☐ I can identify the reasons why businesses need finance ☐ I can explain the difference between short term vs. long term sources of finance ☐ I can describe features of the short-term sources of finance: • Trade Credit • Overdrafts ☐ I can describe the features long term sources of finance: •	the market e.g: how they promote a product ☐ I can analyse the impact of changing consumer needs on the marketing mix ☐ I can explain how changes in technology will affect the marketing mix eg: e-commerce, digital communication and social media 1.4.4 Business plans ☐ I can state why an entrepreneur would create business plan ☐ I can explain the different information in a business plan including: • The Business idea • Business aims and objectives • Target market (market research) • Revenue Forecast • Cost and Profit Forecast • Sources of finance • Location of the business • Marketing Mix (Product, Price, Place, Promotion) ☐ I can analyse the role and importance of a business plan in minimising risk ☐ I can evaluate how a business plan can assist in acquiring different types of finance for a business	- 1.5.3 Legislation and business ☐ I state what the purpose of a legislation is ☐ I can explain the principles of consumer law: quality and consumer rights ☐ I can explain the principles of employment law: recruitment, pay, discrimination and health& safety ☐ I can identify the difference between the national minimum wage and the national living wage ☐ I can analyse the impact for a business of the national minimum wage ☐ I can state the main purpose of the Equality Act 2010 ☐ I describe what is meant by the term protected characteristics ☐ I can list the different things which it is illegal in the UK to discriminate against (religion, sexual orientation, sex, race, age) ☐ I can explain what employers are responsible for under the Health and Safety at Work Act 1974 ☐ I can describe the main aspects of the Consumer Right Act 2015: • Goods must fit their description • Goods and services must be of satisfactory quality • Goods are fit for the purpose specified ☐ I can analyse the benefits and drawbacks for a business of consumer legalisation ☐ I can analyse how legislation can affect the costs of a business ☐ I can evaluate the benefits and drawbacks of a business of obeying the law		
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	-1.1.3. The role of Business Enterprise ☐ I can describe what the different purposes of businesses ☐ I can explain how a business provide goods and services ☐ I can describe what is meant by added value ☐ I can describe what is meant by branding ☐ I can explain the benefits of branding ☐ I can explain what is meant by USP ☐ I can explain why quality and design adds value to a product/service ☐ I can analyse the different ways that a business can add value to a product/service ☐ I can describe the different resources that an entrepreneur needs to organise in a business ☐ I can explain the role of an entrepreneur in a business ☐ I can explain why it is important for an entrepreneur to be willing to take risks in a business ☐ I can analyse the different business decisions an entrepreneur has to make	competitors a business may look at in following areas: • Price • Customer service • Quality • Product range (choice) • Location(convenience) ☐ I can analyse the competitive environment of a business	personal savings, • venture capital, • share capital • loans • retained profit • crowdfunding. ☐ I can analyse the benefits of the different sources of finance ☐ I can analyse which source of finance would be best for a business to use depending on the circumstances.		- 1.5.4 The economy and business ☐ I state what is meant by the term economic climate ☐ I can describe what is meant by the term unemployment ☐ I can explain how levels of high and low unemployment can affect businesses ☐ I can analyse how changes in the level of consumer income can affect businesses (linking to consumer spending) ☐ I can evaluate how consumer spending can affect different stakeholders of a business ☐ I can state what is meant by the term inflation ☐ I can describe how rising inflation can reduce the purchasing power of consumers ☐ I can explain how rising inflation can impact the costs of a business/demand for businesses goods ☐ I can analyse how changes in the interest rate can impact a business ☐ I can describe the different types of government taxation which impact a business including: • Corporation tax (PLCs) • Income Tax • VAT • Excise duty ☐ I can analyse the direct and indirect effects of government taxation can have for a business ☐ I can describe what is meant by the term exchange rates ☐ I can explain the impact of a appreciation of the £ sterling on business activity including imports/exports ☐ I can explain the impact of a depreciation of the £ sterling on business	
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					activity including imports/exports ☐ I can analyse how changes in the exchange rate (an appreciation or depreciation) can impact different types of businesses ☐ I can evaluate how the economic climate can impact businesses - 1.5.5 External influences ☐ I state what is meant by the term external influences ☐ I describe the different external influences on a business including: • Technology • Legislation • Economic Climate ☐ I can analyse the possible impact of changes in the external influences for a business: • Technology (changes in e-commerce, payment systems, digital communications, social media) • Legislation (changes in consumer law, employment law, health and safety law) • Economic Climate (changes in interest rates, taxes, unemployment) ☐ I can evaluate how a business can respond to changes in the external influences		
							Assessment:
Skills	Knowledge, Application, Analysis, Evaluation, Calculations, Interpretation of Data, Communication Skills, Time Management.	Knowledge, Application, Analysis, Evaluation, Market Research, Data Interpretation, Calculation, Communication, Exam Technique, PEEL Skills, Paragraph Skills.	Knowledge, Financial Calculation, Interpretation of Financial, Information, Application, Analysis, Evaluation, Break-even Analysis, Cash Flow Interpretation,, Pricing Strategy, Business Planning, Communication, Exam Technique Skills, PEEL Paragraph Skills.	Knowledge, Application, Analysis, Evaluation, Recruitment and Selection, Training and Motivation, Organisational Structure, Communication, Customer Service, Interpretation of Business Data, Problem-Solving, Decision-Making, Exam Technique, PEEL Paragraph.	Knowledge, Application, Analysis, Evaluation, Economic Awareness, Understanding Business Ethics, Environmental Awareness, Stakeholder Analysis, Interpretation of Business Data, Problem-Solving, Decision-Making, Communication, Exam Technique, PEEL Paragraph Skills.	Memory recall, calculate key business calculations; building chains of reasoning; using key connectives to develop evaluation and analysis.	
Prior and Future links:	Students will build on their understanding of small businesses from their own experiences and from various subjects studied at KS3. Additional to this pupils are also required to have a basic understanding of math (subtraction, division etc.) which will be needed for Unit 3 and be able to develop written responses to questions. Extended writing: Point, Evidence, Explain, Evaluate will be utilised and practiced throughout this course from KS3 subjects such as English, History, Geography and RE.						

Assessment	AS1-Dynamic Nature of business-	AS2 – end of topic assessment	AS3: Test on 1.3.1 & 1.3.2 MCQ's 2/3-mark questions AS4: Test on Break-even analysis – past exam questions	AS5: Test Cash-flow & Break-even & Sources of finance	AS6: Test on topic 1.3 & 1.4 AS6: Test on ALL topics learn since Sept, include 12-mark question	GI1 [date tbc]	
End point	By the end of Autumn Term 1 students should be able to develop both theoretical and practical understanding of enterprise and entrepreneurship. Students should also be able to recognise and appreciate the degree of risk and reward in business and how risk can be minimised.	By the end of Autumn Term 2 students should be able to analyse markets in terms of classifying consumer characteristics, how consumers can be targeted and what strategies might need to be developed in order to cope with competition.	By the end of Spring Term 1 students should be able to analyse business aims and objectives and how they might change over time with business context. Students should also be able to have a clear understanding and be able to calculate: revenue, costs, profits and cash flow forecasts.	By the end of Spring Term 2 students should have a clear understanding of the concept of limited liability and how this underpins the spread and reduction of risk for business owners. Students should also have a clear understanding of how businesses can market themselves and plan for change.	By the end of Summer Term 1 students should have a clear understanding that businesses operate in markets with several external influences which could impact on their operation and forces them to develop a strategy to cope with change.	By the end of the Summer Term 2 students will have completed a Paper 1/Theme 1 Mock Examination. Students will have also developed a theoretical and practical understanding of business growth domestically and internationally. Students will also have a clear understanding as to how ethical, as opposed to legislative factors, affect business behaviour.	
Year 11							
Curriculum Units	Unit: Theme 2 Topic 2.1 Growing the business	Unit: Theme 2 Topic 2.2 Making marketing decisions	Unit: Theme 2 Topic 2.3 Making operational decisions	Unit: Theme 2 Topic 2.4 Making financial decisions	Unit: Theme 2 Topic 2.5 Making human	Unit: Theme 2	By end of year pupils can... (Link to Grade 7/B)
Knowledge	<u>Knowledge:</u> Growing the business students are introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.	<u>Knowledge:</u> Making marketing decisions – students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.	<u>Knowledge:</u> Making operational decisions – this topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.	<u>Knowledge:</u> Making financial decisions – students will explore the tools a business has to support financial decision making, including ratio analysis and the use and limitation of a range of financial information.	<u>Knowledge:</u> Making human resource decisions – growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity. These aspects are considered in this final topic.	<u>Knowledge:</u> Skills: Prior/Future links:	Know and understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society.
Topics	<u>They will study the following units:</u> 2.1.1 Business Growth 2.1.2 Changes in business aims and objectives 2.1.3 Business and globalisation 2.1.4 Ethics, the environment and business	<u>They will study the following units:</u> 2.2.1 Product 2.2.2 Price 2.2.3 Promotion 2.2.4 Place 2.2.5 Using the marketing mix to make business decisions	<u>They will study the following units:</u> 2.3.1 Business operations 2.3.2 Working with suppliers 1 & 2 2.3.3 Managing quality 2.3.4 The sales process	<u>They will study the following units:</u> 2.4.1 Business calculations 2.4.2 Understanding business performance	<u>They will study the following units:</u> 2.5.1 Organisational structures 2.5.2 Effective recruitment 2.5.3 Effective training and development 2.5.4 Motivation		Apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts.
Learning Journey	<u>Learning Outcomes</u> 2.1.1 Business Growth ☐ I can identify the difference between internal (organic) and external (inorganic) growth ☐ I can describe the different methods of organic (internal)	<u>Learning Outcomes</u> 2.2.1 Product ☐ I can explain the different features of the design mix: ● function, aesthetics, cost ☐ I can describe the product life cycle including: ● the phases of the product life cycle ● extension strategies	<u>Learning Outcomes</u> 2.3.1 Business operations ☐ I can state the purpose of business operations: ● to produce goods ● to provide services. ☐ I can identify different types of the Production processes: ● job, batch, flow	<u>Learning Outcomes</u> 2.4.1 Business calculations ☐ I can explain what is meant by gross profit and net profit ☐ I can calculate the gross profit and net profit of a business ☐ I can calculate and interpret: ● gross profit margin ● net profit margin ● average rate of return.	<u>Learning Outcomes</u> 2.5.1 Organisational structures ☐ I can explain the different organisational structures and when each are appropriate: ● hierarchical and flat ● centralised and decentralised. ☐ I can analyse the importance of effective communication		Develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen, and draw on evidence to make informed business decisions and solve business problems. Develop as effective and independent students, and as critical and reflective thinkers with enquiring minds Use an enquiring, critical approach to make informed judgements. Investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and

	growth: • new products (innovation, research and development), • new markets (through changing the marketing mix or taking advantage of technology and/or expanding overseas) ☐ I can explain the difference between a merger and a takeover ☐ I can analyse the benefits and drawbacks of the different types of business growth (internal and external) ☐ I can explain the types of business ownership for growing businesses: ● public limited company (plc) ☐ I can evaluate the sources of finance for growing and established businesses: • internal sources: retained profit, selling assets • external sources: loan capital, share capital, including stock market flotation (public limited companies). 2.1.2 Changes in business aims and objectives ☐ I can describe why business aims and objectives change as businesses evolve: • in response to: market conditions, technology, performance, legislation, internal reasons. ☐ I analyse how business aims and objectives change as businesses evolve: • entering or exiting markets • focus on survival or growth • growing or reducing	☐ I can analyse how a business can use the design mix and product life cycle to make decisions about its product/service ☐ I can evaluate importance to a business of differentiating a product/service. 2.2.2 Price ☐ I can explain the different types of pricing strategies ☐ I can analyse the different influences on pricing strategies: technology, competition, market segments, product life cycle. 2.2.3 Promotion ☐ I can explain the different appropriate promotion strategies for different market segments: • advertising, sponsorship, product trials, special offers, branding ☐ I can analyse the impact of use of use of technology in promotion: • targeted advertising online, viral advertising via social media, e newsletters 2.2.4 Place ☐ I can explain the different methods of distribution: • methods of distribution: retailers and e-tailers (e-commerce). ☐ I can analyse how businesses can adapt the method of distribution to fit different market segments 2.2.5 Using the marketing mix to make business decisions ☐ I explain how each element of the marketing mix can influence other elements. ☐ I can describe how a business can use the marketing mix to build competitive advantage.	☐ I can analyse the impact of different types of production process: • keeping productivity up and costs down and allowing for competitive prices. ☐ I can evaluate the impacts of technology on production: ● balancing cost, productivity, quality and flexibility 2.3.2 Working with suppliers 1 & 2 ☐ I interpret bar code stock graphs for managing stock ☐ I can explain the use of just in time (JIT) stock control. ☐ I can analyse the role of procurement in business: • relationships with suppliers: quality, delivery (cost, speed, reliability), availability, cost, trust • the impact of logistics and supply decisions on: costs, reputation, customer satisfaction. 2.3.3 Managing quality ☐ I can explain the importance of managing the quality of product/service in: • the production of goods and the provision of services: quality control and quality assurance • allowing a business to control costs and gain a competitive advantage. 2.3.4 The sales process ☐ I can identify the different stages of the sales process including: • product knowledge, speed and efficiency of service, customer engagement, responses to customer feedback, post-sales service. ☐ I can evaluate the importance to businesses of providing good customer service.	2.4.2 Understanding business performance ☐ I can use and evaluate quantitative business data to support, inform and justify business decisions including: ● information from graphs and charts ● financial data ● marketing data ● market data. ☐ I can explain the use and limitations of financial information in: ● understanding business performance ● making business decisions. Skills: <u>Prior/Future links:</u> calculations and the interpretation, use and limitation of quantitative and qualitative data in business contexts to support, inform and justify business decisions.	including: ● the impact of insufficient or excessive communication on efficiency and motivation ● barriers to effective communication. ☐ I can identify the different ways of working: ● part-time, full-time and flexible hours ● permanent, temporary, and freelance contracts ☐ I can analyse the impact of technology on ways of working: efficiency, remote working. 2.5.2 Effective recruitment ☐ I can describe Different job roles and responsibilities: ● key job roles and their responsibilities: directors, senior managers, supervisors/team leaders, operational and support staff. ☐ How businesses recruit people: ● documents: person specification and job description, application form, CV ● recruitment methods used to meet different business needs (internal and external recruitment). 2.5.3 Effective training and development ☐ I can describe how businesses train and develop employees: ● different ways of training and developing employees: formal and informal training, self-learning, ongoing training for all employees, use of target setting and performance reviews. ☐ I can explain Why businesses train and develop employees: ● the link between training, motivation and retention ● retraining to use new technology. 2.5.4 Motivation		breadth and understanding of business Develop and apply quantitative skills relevant to business, including using and interpreting data.
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	the workforce • increasing or decreasing product range. 2.1.3 Business and globalisation ☐ I can describe what is meant by globalisation ☐ I can analyse the impact of globalisation on businesses: • imports: competition from overseas, buying from overseas • exports: selling to overseas markets • changing business locations • multinationals. ☐ I can explain the different Barriers to international trade: ● tariffs ● trade blocs ☐ I can evaluate how businesses compete internationally: ● the use of the internet and e-commerce ● changing the marketing mix to compete internationally. 2.1.4 Ethics, the environment and business ☐ I can state what is meant by ethics ☐ I can identify different types of ethical business practices ☐ I can explain what is meant by a trade-off ☐ I can analyse the impact of ethical and environmental considerations on businesses ● how ethical considerations influence business activity: possible trade-offs between ethics and profit ● how environmental considerations influence business activity: possible trade-offs between	☐ I can analyse How an integrated marketing mix can influence competitive advantage.			☐ I can explain the importance of motivation in the workplace: ● attracting employees, retaining employees, productivity. ☐ I can analyse the different ways how businesses motivate employees: ● financial methods: remuneration, bonus, commission, promotion, fringe benefits ● non-financial methods: job rotation, job enrichment, autonomy.		
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	the environment, sustainability and profit ● the potential impact of pressure group activity on the marketing mix.						
							Assessment:
Skills	Knowledge, Application, Analysis, Evaluation, Extended writing, Linking Year 10 content to business growth	Knowledge, Application, Analysis, Evaluation, 4P's or Marketing, Using the Marketing mix in the real world, recognising the dynamics of Marketing, Communicating	Knowledge, Application, Analysis, Evaluation, Extended writing	Knowledge, Application, Analysis, Evaluation, Extended writing	Knowledge, Application, Analysis, Evaluation, Work place ethics, hours of work, employer Intent, Motivational Methods		
Prior and Future links:	Students will link their year 10 learning of sole traders, partnerships and franchises to develop their understanding of how businesses grow. They will use their knowledge of the real world and apply legislation and ethics to various scenarios such as geography.	Students expand their knowledge of the market segmentation and market research to the individual elements of the marketing mix. They use real life experiences to identify how they are used in a growing business.	Students use their knowledge of cash-flows, break-even and profit and loss to identify how businesses can be more strategic in their day to day operations to enable growth.	The basic calculations from year 10 such as profit, loss and costs is expanded in year 11, to enable students to consider what type of profits growing businesses make such as net, gross profit. Students also use calculations such as average rate of return to identify if growing businesses should or should not invest in specific ideas.	The employment of personnel is learnt within this section such as organizational structures and recruitment within growing businesses.		
Assessment	Assessment: AS1 – Topic 2.1.1 Business growth AS2: Topic 2.1.2-2.1.3	Assessment: AS3: Topic 2.1.4	Assessment: AS4: Topic 2.2-Marketing	Assessment: Exam practice – Topics 2.4 & 2.3	Assessment: AS5: Topic 2.3 & 2.4 AS6: Topic 2.5		
Year 12-Not being taught 2026/2027							
Year 12	Unit: Theme 1 Topics: Knowledge: Skills: Prior/Future links:	Unit: Theme 1 Topics: Knowledge: Skills: Prior/Future links:	Unit: Theme 1 Topics: Knowledge: Skills: Prior/Future links:	Unit: Theme 1 Topics: Knowledge: Skills: Prior/Future links:	Unit: Theme 1 Topics: Knowledge: Skills: Prior/Future links:	Unit: Theme 1 Topics: Knowledge: Skills: Prior/Future links:	By end of year pupils can... (Link to Grade 7/B)
	Unit: Theme 2 Topics: Knowledge: Skills: Prior/Future links:	Unit: Theme 2 Topics: Knowledge: Skills: Prior/Future links:	Unit: Theme 2 Topics: Knowledge: Skills: Prior/Future links:	Unit: Theme 2 Topics: Knowledge: Skills: Prior/Future links:	Unit: Theme 2 Topics: Knowledge: Skills: Prior/Future links:	Unit: Theme 2 Topics: Knowledge: Skills: Prior/Future links:	
Year 13							
Overview	Themes 3 and 4 develop concepts learned in Themes 2 and 1 respectively. Theme 3 concerns technical decision-making and strategy, and how firms react to changes in the external environment, with particular emphasis on strategies to cope with competition. Theme 4 develops marketing concepts to incorporate an international context. Reasons for international trade are investigated, and the characteristics required for sound international marketing and production evaluated. 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. The theme covers the causes and effects of change and how businesses mitigate risk and uncertainty. Students must investigate different types and sizes of organisation in various business sectors and environments, and in local, national and global contexts. To develop their knowledge, skills and understanding in business, students need to have acquired competence in quantitative skills that are relevant to and applied in the context of this theme						
Year 13	Unit: Theme 3 3.1 Business objectives and strategy	Unit: Theme 3 3.2 Business growth	Unit: Theme 3 3.3 Decision-making techniques	Unit: Theme 3 3.4 Influences on business decisions	Unit: Theme 3 3.5 Assessing competitiveness	Unit: Theme 3 3.6 Managing change	

Prior/Future links:	Topics: 3.1.1 Corporate objectives 3.1.2 Theories of corporate strategy 3.1.3 SWOT analysis 3.1.4 Impact of external influences Learning Outcomes Corporate objectives ☐ I can explain how corporate strategy is developed and levels within them. ☐ I can carry out a critical appraisal of these and their presentation ☐ Corporate strategy Models:- ☐ Porters strategic model and Kays model of distinctive capabilities ☐ Ansoff Matrix- Strategic and tactical decisions. ☐ SWOT analysis ☐ Impact of external influences ☐ PESTLE analysis ☐ Impact of external influences ☐ The competitive environment	Topics: 3.2.1 Growth 3.2.2 Mergers and takeovers 3.2.3 Organic growth 3.2.4 Reasons for staying small Learning Outcomes ☐ Growth-How and why businesses grow and the ☐ Problems of growth ☐ Non-organic growth- Mergers and takeovers ☐ Reasons, Different categories/directions ☐ Organic growth Compare and contrast with mergers and takeovers, and reasons for staying small ☐ Reasons for staying small ☐ Links to new, highly competitive markets. ☐ To avoid diseconomies of scale	Topics: 3.3.1 Quantitative sales forecasting 3.3.2 Investment appraisal 3.3.3 Decision trees 3.3.4 Critical Path Analysis Learning Outcomes ☐ Decision Making techniques ☐ Quantitative sales forecasting ☐ Times series analysis calculations ☐ Uses and limitations of quantitative sales forecasting ☐ Investment appraisal- Methods, calculation and interpretation ☐ Uses and limitations Decision trees- Construction and interpretation ☐ Uses and limitations ☐ Critical Path Analysis ☐ Completion and interpretation ☐ Uses and limitations <i>NB Decision making techniques will require a good understanding of mathematical concepts where quantitative skills will be used involving some complex calculations and formulas</i>	Topics: 3.4.1 Corporate influences 3.4.2 Corporate culture 3.4.3 Shareholders versus stakeholders 3.4.4 Business ethics Learning Outcomes ☐ Corporate influences ☐ The timescales on which businesses work Influences on decision-making ☐ Shareholders versus stakeholders Examples of stakeholders and their objectives ☐ Influences on business objectives ☐ Conflicts between stakeholders and the business ☐ Corporate culture ☐ How culture is formed in relation to objectives, ethics, etc. ☐ Categorising culture and assessing its strength	Topics: 3.5.1 Interpretation of financial statements 3.5.2 Ratio analysis 3.5.3 Human resources Learning Outcomes ☐ Business ethics Trade-offs between profit and ethics and how this relates to objectives ☐ Interpretation of financial statements ☐ Statement of comprehensive income (profit and loss account) and statement of financial position (balance sheet) ☐ Stakeholder interest Ratio analysis ☐ Calculation and interpretation ☐ Uses and limitations NB Interpretation of financial statements will require a good understanding of mathematical concepts where quantitative skills will be used to calculate various complex ratios to assess the performance of a business	Topics: 3.6.1 Causes and effects of change 3.6.2 Key factors in change 3.6.3 Scenario planning Learning Outcomes ☐ Key factors in change: ☐ Link to topics covered within this theme ☐ Scenario planning ☐ Planning to reduce risk	
	Knowledge: Keyword knowledge and ability to explain them. Skills: Analyse contexts and data. Apply context/scenario to the answer. Evaluate based on analysis, real world knowledge and give an opinion Use of maths calculations, analysing data from graphs/charts/diagrams using specific formula	Keyword knowledge and ability to explain them. Analyse contexts and data. Apply context/scenario to the answer. Evaluate based on analysis, real world knowledge and give an opinion Use of maths calculations, analysing data from graphs/charts/diagrams using specific formula	Keyword knowledge and ability to explain them. Analyse contexts and data. Apply context/scenario to the answer. Evaluate based on analysis, real world knowledge and give an opinion Use of maths calculations, analysing data from graphs/charts/diagrams using specific formula	Keyword knowledge and ability to explain them. Analyse contexts and data. Apply context/scenario to the answer. Evaluate based on analysis, real world knowledge and give an opinion Use of maths calculations, analysing data from graphs/charts/diagrams using specific formula	Keyword knowledge and ability to explain them. Analyse contexts and data. Apply context/scenario to the answer. Evaluate based on analysis, real world knowledge and give an opinion Use of maths calculations, analysing data from graphs/charts/diagrams using specific formula	Keyword knowledge and ability to explain them. Analyse contexts and data. Apply context/scenario to the answer. Evaluate based on analysis, real world knowledge and give an opinion Use of maths calculations, analysing data from graphs/charts/diagrams using specific formula	

Assessment	Topics tests MCQ GI1 – paper 1 and paper 2	Topics tests MCQ	Topics tests Data questions MCQ GI1 – paper 1 and paper 2	Topics tests MCQ	Topics tests MCQ Questions on Investment Appraisal (10) Chocolatiers Theme 3 Test – Calculations	Topics tests MCQ Past exam papers Paper 3 GI	
	Unit: Theme 4 4.1 Globalisation Topics: 4.1.1 Growing economies 4.1.2 International trade and business growth 4.1.3 Factors contributing to increased globalisation Learning Outcomes ❑ Globalisation Factors contributing to increased globalisation ❑ Growing economies ❑ Measurements of different economies and economic performance ❑ Gross Domestic Product (GDP) per capita, literacy Health, the Human Development Index (HDI) ❑ Business opportunities ❑ International trade and business growth ❑ Exports and imports, Specialisation of economies and business, Business growth via trade	Unit: Theme 4 4.1 Globalisation Topics: 4.1.4 Protectionism 4.1.5 Trading blocs 4.2.1 Conditions that prompt trade 4.2.2 Assessment of a country as a market Learning Outcome ❑ Protectionism: Threats posed to economies and businesses and reactions to these ❑ Trading blocs-EU, NAFTA, ASEAN: ❑ A reaction to protectionism between countries ❑ Opportunities and threats to businesses ❑ Conditions that prompt trade ❑ Push and pull factors for businesses ❑ Assessment of a country as a market ❑ Assessment of a country as a production location	Unit: Theme 4 4.2 Global markets and business expansion Topics: 4.2.3 Assessment of a country as a production location 4.2.4 Reasons for global mergers or joint ventures 4.2.5 Global competitiveness Learning Outcome ❑ Reasons for global mergers or joint ventures ❑ Global competitiveness ❑ Exchange rates, Skills shortages, Cost and product differentiation	Unit: Theme 4 4.3 Global marketing Topics: 4.3.1 Marketing 4.3.2 Niche markets 4.3.3 Cultural/social factors Learning Outcome ❑ Global Marketing ❑ On a global scale ❑ Strategic choices for different markets, global localisation (glocalisation), domestic/ethnocentric, mixed/geocentric International/polycentric ❑ Application and adaptation of the marketing mix (4Ps), Ansoff's Matrix to global markets	Unit: Theme 4 4.4 Global industries and companies (multinational corporations) Topics: 4.4.1 The impact of MNCs 4.4.2 Ethics 4.4.3 Controlling MNCs Learning Outcome ❑ Cultural diversity: Features of global niche markets ❑ Application and adaptation of the marketing mix (4Ps) to suit global niches ❑ Cultural/social Factors: cultural differences different tastes, language unintended meanings inappropriate/inaccurate translations, inappropriate branding and promotion ❑ Impact of MNCs on the local economy: local labour, wages, working conditions and job creation, local businesses, the local community and environment ❑ Impact of MNCs on the national economy: Controlling MNCs political influence, legal control pressure groups and social media ❑ Ethics Stakeholder conflicts and corporate ❑ Social responsibility (overlap with Theme 3) ❑ Pay and working conditions ❑ Environmental considerations: Supply chain considerations:	Unit: Theme 4 Exam practice and skills Preparing for my A-Levels Topics: Learning Outcome Focus on synoptic research and preparing students for theme three synoptic paper theme/industry Pre release and general revision and post mock exam practice. Synoptic theme issued in November of yr 13 Prior/Future links:	

					exploitation of labour, child labour, marketing considerations: misleading product labelling, inappropriate promotional activities		
Knowledge: Skills:	Keyword knowledge and ability to explain them. Analyse contexts and data. Apply context/scenario to the answer. Evaluate based on analysis, real world knowledge and give an opinion	Keyword knowledge and ability to explain them. Analyse contexts and data. Apply context/scenario to the answer. Evaluate based on analysis, real world knowledge and give an opinion	Keyword knowledge and ability to explain them. Analyse contexts and data. Apply context/scenario to the answer. Evaluate based on analysis, real world knowledge and give an opinion	Keyword knowledge and ability to explain them. Analyse contexts and data. Apply context/scenario to the answer. Evaluate based on analysis, real world knowledge and give an opinion	Keyword knowledge and ability to explain them. Analyse contexts and data. Apply context/scenario to the answer. Evaluate based on analysis, real world knowledge and give an opinion	Keyword knowledge and ability to explain them. Analyse contexts and data. Apply context/scenario to the answer. Evaluate based on analysis, real world knowledge and give an opinion	
Assessment:	Topics tests AS1: Theme 1 – The Market AS2: 4.1.2 & 4.1.3 MCQ GI1 – paper 1 and paper 2	Topics tests AS3: 4.2.1 MCQ	Topics tests AS4: Topic from Theme 1 GI2: Paper 1 and paper 2 MCQ	Topics tests AS5: 4.3.1& 4.2.5 MCQ	Topics tests MCQ	Topics tests MCQ	