

Business Curriculum Map



External issues
Students will investigate the types of ethical issues a business will face including the environment and impact that they may have on businesses. Students will evaluate the environmental costs of business activity such as pollution and climate change, and how business can manage these costs.

YEAR 13

International trade
Students will investigate the reasons for international trade and how this is affected by government. Students will explore the challenges to UK businesses of developing new international markets for their products and how these might be addressed.

Globalisation
Students will explore the factors that have contributed to globalisation and its effect. Students will evaluate the different methods businesses might use to promote global growth and the opportunities and challenges for UK businesses. Students will learn about multinational companies and the impact that they may have on other more local businesses. Students will learn about the advantages and disadvantages of the EU for UK business and the impact that 'Brexit' will have on business.

Revision and exam preparation



Appraisal
Students will learn the purpose of investment appraisal and evaluate the advantages and disadvantages of the different investment appraisal methods to a business and how to assess investment options and make recommendations.

Strategy and implementation
Students will learn about different types of business strategies and their purpose and how to complete SWOT analysis. Students will analyse ways of promoting business growth such as franchising, mergers and takeovers, outsourcing and rationalisation and their potential benefits and costs.

Aims and objectives.
Students will learn about the role of vision statements and their relationship to a business' aims. Students will investigate how objectives are used by a business in order to achieve its aims and their impact.

YEAR 13

PEST analysis
Students will investigate how political factors affect businesses. Students will also learn how economic factors, such as growth affect business activity. Students will also learn how demographic change and other social factors such as changes in lifestyle affect business activity and how technological factors affect business activity

Risk management
Students will identify the risks that businesses are likely to encounter and how this affects spending on risk prevention. Students will develop an awareness of the importance and impact of risk assessment and how business use contingency planning.

Analysing performance
Students will investigate the main components of a balance sheet and the different types of capital. Students will learn how non-financial measures can be used to evaluate performance

Sales forecasting
Students will learn about the usefulness of sales forecasting and the factors that can affect its reliability. Students will investigate the use and calculation of sales forecasting using both qualitative and quantitative data and the advantages and disadvantages of both.

Decision making
Students will investigate types of decisions a business makes. Students will evaluate different decision making techniques and learn how to interpret business data. Students will analyse the key role played by information technology in business decision making

YEAR 13

Market Analysis and change
Students will learn how to assess the position of the business in the market and the requirements of customers at present and in the future. Students will evaluate the impact of changes in price and income. Students will explain the causes of change in business and the impact of change in terms of new products, business practices and technology and the importance of managing change effectively

Finance
Students will learn what is meant by costs, revenues and profits. Students will learn the different costs to a business and how to calculate revenue, costs and profit and their impact on businesses.

Technology and production
Students will learn how new technology can be used by businesses and its impact. Students will also investigate how production can be made more efficient in order to reduce waste, reduce costs and maximise profits.

Research, development and economies of scale
Students will investigate the process of product design and development and its costs and benefits. Students will investigate economies of scale and the advantages of economies of scale to a business.

Exam preparation
Revise content and exam skills in preparation for yr12 exam.

YEAR 12

Price and promotion
Students will investigate different strategies used by businesses to determine the appropriate price for a product and its importance. Students will also evaluate the different methods used by businesses to promote their products.

Productivity
Students will investigate the different ways of measuring productivity and how it can be increased and the impact of this on businesses.

Employee/employer relationships
Students will learn duties and rights of employers and employees and the impact of equal opportunities. Students will investigate the role of trade unions and how disputes between employers and employees are resolved.

How are businesses managed?
Students will learn the functions and roles of management and its importance. Students will evaluate the different styles of leadership that may be applied to businesses and the impact of these styles and which might be appropriate in different situations.

What issues affect the workforce
Students will learn about the recruitment process and how job descriptions and person specifications are developed. What are the different methods of training and appraisal and their importance.

Marketing
Students will learn the purpose of marketing and the importance of promotion. Students will investigate the importance of global marketing and global brands and how marketing will differ in different contexts. Students will assess the impact of new technology such as digital and social media

Product
Students will learn what is meant by product, product portfolio, brand, unique selling point and differentiation. Evaluate the importance of having the right products to a business and its stakeholders. Explain what is meant by the product life cycle and evaluate its use to a business to maximise profit

YEAR 12

Business structures and location
Students will learn the different types of business structure and the main features of not-for-profit organisations including social enterprises, charities, co-operatives and societies. Students will evaluate the impact of the legal structure for business and explain and evaluate the factors that need to be considered when locating a new business.

How are workplaces organised?
What are human resources. Explain the functions of the HR departments and different patterns of working. How has the way people work changed – impact of technology etc and how these changes impact on both workers and employers, especially in terms of how employees plan their future workforce needs.

Workplace performance
Students will learn what is meant by workforce performance productivity and its importance to business. Students also investigate and evaluate different types of business structure for their suitability and the importance of workplace motivation

Business Plans
Identify the various stakeholders who are affected by a business. Explain the purpose and main components of a business plan. Evaluate the importance of a business plan. Identify the main sources of information and guidance available to entrepreneurs.

YEAR 12

Markets
Students will learn what is meant by market and competition. Students will learn about the forces of supply and demand and how this is affected by price, income and consumer taste. Students will also learn about the methods and importance of market research

Enterprise
Students will learn the role of the entrepreneur in creating, setting up, running and developing a business and their characteristics and skills of an entrepreneur. Explain the importance of entrepreneurs and the importance and key elements of a business plan



welcome

