



BUSINESS CURRICULUM LEARNING JOURNEY



Knowledge & Concepts increase students depth/ challenge and build on previous learning where topics are revisited throughout their learning journey

		Year 10 9-1 GCSE Business	Year 11 9-1 GCSE Business	Year 12 A Level Business	Year 13 A Level Business
Half Term 1	Topics	Theme 1: Enterprise and Entrepreneurship/Spotting a business opportunity	Theme 2: Making Marketing Decisions	Theme 1: Marketing and people	Theme 2: Managing Business activities
	Knowledge	1.1.1 The dynamic nature of business 1.1.2 Risk and reward 1.1.3 The role of business enterprise 1.1 Summative Assessment 1.2.1 Customer needs 1.2.2 Market Research 1.2.3 Market Segmentations* 1.2.4 The competitive market 1.2 Summative Assessment	Review of Summer Task Theme 1 & Theme 2.1 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 2.2 Summative Assessment	Marketing (teacher 1) 1.1.1 The market 1.1.2 Market research 1.1.3 Market positioning 1.2.1 Demand 1.2.2 Supply 1.2.3 Markets Summative Assessment Human Resources (teacher 2) 1.4.1 Approaches to staffing 1.4.2 Recruitment, selection and training 1.4.3 Organisational design 1.4.4 Motivation in theory and practice 1.4.5 Leadership Summative Assessment	Review & Revision of Theme 1 & 4 Exam Paper Summative assessment (second lesson back) 4 & 20 marker 2.2.5 Economic influences 2.5.2 Legislation Theme 2 – Assessment 3.1.1 Corporate objectives 3.1.2 Theories of corporate strategy 3.1.3 SWOT analysis 3.1.4 Impact of external influences 3.4.1 Corporate influences 3.4.2 Corporate culture Summative Assessment Objectives and strategy (teacher 2) 3.3.1 Quantitative sales Forecasting 3.3.2 Investment Appraisal 3.3.3 Decision trees Summative Assessment



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		Year 10	Year 11	Year 12	Year 13
	Topics	Theme 1 Putting a Business idea into practise	Theme 2 Making Operational decisions/Making financial decisions	Theme 1: Marketing and people	Theme 3: Business decisions and strategy
Half Term 2	Knowledge	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 1.3 Summative Assessment	2.3.1 Business operations* 2.3.2 Working with suppliers 2.3.3 Managing quality 2.3.4 The sales process 2.3 Summative Assessment 2.4.1 Business calculations 2.4.2 Understanding business performance* 2.4 Summative Assessment	Marketing (teacher 1) 1.2.4 Price elasticity of demand 1.2.5 Income elasticity of Demand 1.3.1 Product/service design 1.3.2 Branding and Promotion 1.3.3 Pricing strategies 1.3.4 Distribution 1.3.5 Marketing strategy Summative Assessment Human Resources (teacher 2) 1.5.1 Role of an entrepreneur 1.5.2 Entrepreneurial motives and characteristics 1.5.3 Business objectives 1.5.4 Forms of business 1.5.5 Business choices 1.5.6 Moving from entrepreneur to leader Summative Assessment	<div style="background-color: yellow; padding: 5px;"> *Mock exam in November – two weeks of teaching will be impacted (revision, recall & retention, exam techniques). </div> Paper 1 and 2 exam paper. 3.4.3 Shareholders versus Stakeholders 3.4.4 Business ethics 3.2.1 Growth 3.2.2 Mergers and Takeovers 3.2.3 Organic growth 3.2.4 Reasons for staying Small Summative Assessment <u>Managing strategic direction (teacher 2)</u> 3.3.4 Critical Path Analysis 3.6.1 Causes and effects of change 3.6.2 Key factors in Change 3.6.3 Scenario planning <u>Managing strategic direction (teacher 1/2)</u> 3.5.1 Interpretation of financial statements 3.5.2 Ratio analysis 3.5.3 Human resource Summative Assessment



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		Year 10	Year 11	Year 12	Year 13
Half Term 3	Topics	Theme 1: Making the Business effective	Theme 2 Making human resource decisions	Theme 4: Global business	Theme 3: Business decisions and strategy
	Knowledge	1.4.1 The options for start-up and small businesses* 1.4.2 Business location* 1.4.3 The marketing mix (definitions) 1.4.4 Business Plans Summative Assessment	2.5.1 Organisational structures* 2.5.2 Effective recruitment 2.5.3 Effective training and development 2.5.4 Motivation* 2.5 Summative Assessment	Mock exam – THEME 1 – AS PAPER 1 Globalisation and growth (teacher 1) 4.1.1 Growing economies 4.1.2 International trade 4.1.3 Factors contributing to increased globalisation and business growth 4.1.3 Factors contributing to increased globalisation 4.1.5 Trading blocs Summative Assessment 4.2.1 Conditions that prompt trade 4.2.2 Assessment of a country as a market 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 Summative Assessment	Paper 3 PRE RELEASE Material. Research 6 bullet points Review Themes 1, 2, 3 & 4 with pre release material

		Year 10	Year 11	Year 12	Year 13
Half Term 4	Topics	Theme 1: Understanding external influences on business	Revision of Theme 1/Mock Exams	Theme 4: Managing business activities	Themes 1,2,3,4/Paper 3
	Knowledge	1.5.1 Business stakeholders 1.5.2 Technology and business*	Practise exam papers and review	Global marketing and corporations (teacher 2) 4.3.1 Marketing 4.3.2 Niche markets	



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		<p>1.5.3 Legalisation and business*</p> <p>1.5.4 The economy and business</p> <p>1.5.5 External influences</p> <p>Summative Assessment</p> <p>Practise exam papers and review</p>	<p>Mock Exam for Theme 2</p> <p>Review of Mock Exams and filling in knowledge gaps</p>	<p>4.3.3 Cultural/social factors</p> <p>4.4.1 The impact of MNCs</p> <p>4.4.2 Ethics</p> <p>4.4.3 Controlling MNCs</p> <p>Summative Assessment</p>	<p>*Mock exam in Feb – two weeks of teaching will be impacted (revision, recall & retention, exam techniques).</p> <p>Paper 2 & 3</p> <p>Recap theme 1-4</p> <p>Review Research Brief set by the exam board for paper 3</p> <ul style="list-style-type: none"> - Examine the industry - Collect data and information - Apply to Theme 1-4 <p>Practice past exam papers/ revision (paper 3)</p>
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		Year 10	Year 11	Year 12	Year 13
Half Term 5	Topics	Mock Exam & Theme 2 Growing the Business	Revision/Public Exams	Theme 2: Managing business activities	Revision/Public Exams
	Knowledge	<p>Mock Exam for Theme 1</p> <p>Review of Mock Exams and filling in knowledge gaps</p> <p>2.1.1 Business growth*</p> <p>2.1.2 Changes in business aims and objectives*</p>	Publication Examination Period	<p><u>Finance (teacher 1)</u></p> <p>2.3.1 Profit</p> <p>2.3.2 Liquidity</p> <p>2.3.3 Business failure</p> <p>Summative Assessment</p> <p><u>Operations (teacher 2)</u></p> <p>2.5.2 Legislation</p> <p>2.5.3 The competitive Environment</p> <p>Summative Assessment</p>	Publication Examination Period



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		Year 10	Year 11	Year 12	Year 13
Half Term 6	Topics	Theme 2 Growing the Business	Publication Examination Period	Theme 2: Managing Business activity	Publication Examination Period
	Knowledge	2.1.3 Business and Globalisation* 2.1.4 Ethics, the environment and business* Summative Assessment Summer Scholarship Tasks Theme 1 & Start of Theme 2	Publication Examination Period	Paper 1 – Theme 1 & 4 (A – LEVEL Paper sat) Finance (teacher 1) 2.1.1 Internal finance 2.1.2 External finance 2.1.3 Liability 2.2.4 Planning 2.2.1 Sales forecasting 2.2.2 Sales, revenue and Costs 2.2.3 Break-even 2.2.4 Budgets Summative Assessment The competitive environment 2.4.1 Production, productivity and efficiency 2.4.2 Capacity utilisation <u>Summer Flipped learning:</u> Theme 1 & 4 booklet (includes, notes and exam practise)	Publication Examination Period

* Essential knowledge for long answer questions