

# Business Studies and Economics Department Curriculum Overview



## Curriculum Overview

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 9	Young Enterprise <ul style="list-style-type: none"> <li>• Introduction to Business and Enterprise</li> <li>• Enterprise Skills</li> <li>• Social Media</li> <li>• Business Idea</li> <li>• Market Research</li> <li>• Marketing Mix (Product, Price, Place, Promotion)</li> </ul>	Young Enterprise <ul style="list-style-type: none"> <li>• Finance</li> <li>• Preparing business idea</li> <li>• Business pitch</li> <li>• Business Plan</li> <li>• Business Report</li> </ul>	Personal Finance <ul style="list-style-type: none"> <li>• Money</li> <li>• Budgets</li> <li>• Types of Accounts</li> <li>• Interest Rates</li> <li>• Debt</li> <li>• Future of money</li> </ul>	Human Resources <ul style="list-style-type: none"> <li>• Internal recruitment</li> <li>• External recruitment</li> <li>• Recruitment process</li> <li>• CVs and Application forms</li> <li>• Applying for a job</li> <li>• Interviews and assessment centers</li> </ul>	Economics <ul style="list-style-type: none"> <li>• Unemployment</li> <li>• Demand and Supply</li> <li>• Disposable income</li> <li>• Inequality</li> <li>• Inflation</li> <li>• Negative externalities</li> </ul>	<ul style="list-style-type: none"> <li>• 1.1.1 Dynamic Nature of business</li> <li>• 1.1.2 Risk and Reward</li> <li>• 1.1.3 The role of business</li> </ul>

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 10	<ul style="list-style-type: none"> <li>• 1.3.1 Business aims and objectives</li> <li>• 1.3.2 Business revenues, costs and profits</li> <li>• 1.3.3 Cash and cash-flow</li> <li>• 1.3.4 Sources of business finance</li> </ul>	<ul style="list-style-type: none"> <li>• 1.4.1 The options for start-up and small businesses</li> <li>• 1.4.2 Business location</li> <li>• 1.4.3 The marketing mix</li> <li>• 1.4.4 Business plans</li> </ul>	<ul style="list-style-type: none"> <li>• 1.5.1 Business stakeholders</li> <li>• 1.5.2 Technology and business</li> <li>• 1.5.3 Legislation and business</li> <li>• 1.5.4 The economy and business</li> <li>• 1.5.5 External influences</li> </ul>	<ul style="list-style-type: none"> <li>• 2.1.1 Business growth</li> <li>• 2.1.2 Changes in business aims and objectives</li> <li>• 2.1.3 Business and globalization</li> <li>• 2.1.4 Ethics, the environment and business</li> </ul>	<ul style="list-style-type: none"> <li>• 2.2.1 Product</li> <li>• 2.2.2 Price</li> <li>• 2.2.3 Promotion</li> <li>• 2.2.4 Place</li> <li>• 2.2.5 Using the marketing mix to make business decisions</li> </ul>	<ul style="list-style-type: none"> <li>• 2.3.1 Business operations</li> <li>• 2.3.2 Working with suppliers</li> <li>• 2.3.3 Managing quality</li> <li>• 2.3.4 The sales process</li> </ul>

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<b>Year 11</b>	<ul style="list-style-type: none"> <li>• 1.1.1 The dynamic nature of business</li> <li>• 1.1.2 Risk and reward</li> <li>• 1.1.3 The role of business enterprise</li> <li>• 1.2.1 Customer needs</li> <li>• 1.2.2 Market research</li> <li>• 1.2.3 Market segmentation</li> <li>• 1.2.4 The competitive environment</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• 1.3.1 Business aims and objectives</li> <li>• 1.3.2 Business revenues, costs and profits</li> <li>• 1.3.3 Cash and cash-flow</li> <li>• 1.3.4 Sources of business finance</li> <li>• 1.4.1 The options for start-up and small businesses</li> <li>• 1.4.2 Business location</li> <li>• 1.4.3 The marketing mix</li> <li>• 1.4.4 Business plans</li> <li>• 1.5.1 Business stakeholders</li> <li>• 1.5.2 Technology and business</li> <li>• 1.5.3 Legislation and business</li> <li>• 1.5.4 The economy and business</li> <li>• 1.5.5 External influences</li> </ul>	<ul style="list-style-type: none"> <li>• 2.1.1 Business growth</li> <li>• 2.1.2 Changes in business aims and objectives</li> <li>• 2.1.3 Business and globalization</li> <li>• 2.1.4 Ethics, the environment and business</li> <li>• 2.2.1 Product</li> <li>• 2.2.2 Price</li> <li>• 2.2.3 Promotion</li> <li>• 2.2.4 Place</li> <li>• 2.2.5 Using the marketing mix to make business decisions</li> </ul>	<ul style="list-style-type: none"> <li>• 2.3.1 Business operations</li> <li>• 2.3.2 Working with suppliers</li> <li>• 2.3.3 Managing quality</li> <li>• 2.3.4 The sales process</li> <li>• 2.4.1 Business calculations</li> <li>• 2.4.2 Understanding business performance</li> <li>• 2.5.1 Organisational structures</li> <li>• 2.5.2 Effective recruitment</li> <li>• 2.5.3 Effective training and development</li> <li>• 2.5.4 Motivation</li> </ul>	<ul style="list-style-type: none"> <li>• Preparation for examination</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<b>Year 12 Business</b>	<ul style="list-style-type: none"> <li>• 1.1.1 The market</li> <li>• 1.1.2 Market research</li> <li>• 1.1.3 Market positioning</li> <li>• 1.2.1 Demand</li> <li>• 1.2.2 Supply</li> <li>• 1.2.3 Markets</li> <li>• 1.2.4 Price elasticity of demand</li> <li>• 1.2.5 Income elasticity of demand</li> <li>• 3.1 Product/service design</li> <li>• 1.3.2 Branding and promotion</li> <li>• 1.3.3 Pricing strategies</li> <li>• 1.3.4 Distribution</li> <li>• 1.3.5 Marketing strategy</li> </ul>	<ul style="list-style-type: none"> <li>• 1.4.1 Approaches to staffing</li> <li>• 1.4.2 Recruitment, selection and training</li> <li>• 1.4.3 Organisational design</li> <li>• 1.4.4 Motivation in theory and practice</li> <li>• 1.4.5 Leadership</li> <li>• 1.5.1 Role of an entrepreneur</li> <li>• 1.5.2 Entrepreneurial motives and characteristics</li> <li>• 1.5.3 Business objectives</li> <li>• 1.5.4 Forms of business</li> <li>• 1.5.5 Business choices</li> <li>• 1.5.6 Moving from entrepreneur to leader</li> </ul>	<ul style="list-style-type: none"> <li>• 2.1.1 Internal finance</li> <li>• 2.1.2 External finance</li> <li>• 2.1.3 Liability</li> <li>• 2.1.4 Planning</li> <li>• 2.2.1 Sales forecasting</li> <li>• 2.2.2 Sales, revenue and costs</li> <li>• 2.2.3 Break-even</li> <li>• 2.2.4 Budgets</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• 2.3.1 Profit</li> <li>• 2.3.2 Liquidity</li> <li>• 2.3.3 Business failure</li> <li>• 2.4.1 Production, productivity and efficiency</li> <li>• 2.4.2 Capacity utilization</li> <li>• 2.4.3 Stock control</li> <li>• 2.4.4 Quality management</li> <li>• 2.5.1 Economic influences</li> <li>• 2.5.2 Legislation</li> <li>• 2.5.3 The competitive environment</li> </ul>	<ul style="list-style-type: none"> <li>• Preparation for examination</li> </ul>	<ul style="list-style-type: none"> <li>• 3.1.1 Corporate objectives</li> <li>• 3.1.2 Theories of corporate strategy</li> <li>• 3.1.3 SWOT analysis</li> <li>• 3.1.4 Impact of external influences</li> </ul>
	<ul style="list-style-type: none"> <li>• 3.2.1 Growth</li> <li>• 3.2.2 Mergers and takeovers</li> <li>• 3.2.3 Organic growth</li> <li>• 3.2.4 Reasons for staying small</li> <li>• 4.1.1 Growing economies</li> <li>• 4.1.2 International trade and business growth</li> </ul>	<ul style="list-style-type: none"> <li>• 3.3.1 Quantitative sales forecasting</li> <li>• 3.3.2 Investment appraisal</li> <li>• 3.3.3 Decision trees</li> <li>• 3.3.4 Critical Path Analysis</li> <li>• 3.5.1 Interpretation of financial statements</li> </ul>	<ul style="list-style-type: none"> <li>• 3.4.1 Corporate influences</li> <li>• 3.4.2 Corporate culture</li> <li>• 3.4.3 Shareholders versus stakeholders</li> <li>• 3.4.4 Business ethics</li> <li>• 3.5.3 Human resources</li> </ul>	<ul style="list-style-type: none"> <li>• 3.6.1 Causes and effects of change</li> <li>• 3.6.2 Key factors in change</li> <li>• 3.6.3 Scenario planning</li> <li>• Preparation for pre released case study.</li> </ul>	<ul style="list-style-type: none"> <li>• Preparation for Exam</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 13 Business	<ul style="list-style-type: none"> <li>• 4.1.3 Factors contributing to increased globalization</li> <li>• 4.1.4 Protectionism</li> <li>• 4.1.5 Trading blocs</li> <li>• 4.2.1 Conditions that prompt trade</li> <li>• 4.2.2 Assessment of a country as a market</li> <li>• 4.2.3 Assessment of a country as a production location</li> <li>• 4.2.4 Reasons for global mergers or joint venture</li> <li>• 4.2.5 Global competitiveness</li> </ul>	<ul style="list-style-type: none"> <li>• 3.5.2 Ratio analysis</li> <li>• 4.3.1 Marketing</li> <li>• 4.3.2 Niche markets</li> <li>• 4.3.3 Cultural/social factors</li> <li>• 4.4.1 The impact of MNCs</li> <li>• 4.4.2 Ethics</li> <li>• 4.4.3 Controlling MNCs</li> </ul>	<ul style="list-style-type: none"> <li>• Preparation for pre released case study.</li> </ul>			
Year 12 Economics	<ul style="list-style-type: none"> <li>• 1.1.1 Economics as a social science</li> <li>• 1.1.2 Positive and normative economic statements</li> <li>• 1.1.3 The economic problem</li> <li>• 1.1.4 Production possibility frontiers</li> <li>• 1.1.5 Specialisation and the division of labour</li> <li>• 1.1.6 Free market economies, mixed economy and command economy</li> </ul>	<ul style="list-style-type: none"> <li>• 1.2.10 Alternative views of consumer behaviour</li> <li>• 1.3.1 Types of market failure</li> <li>• 1.3.2 Externalities</li> <li>• 1.3.3 Public goods</li> <li>• 1.3.4 Information gaps</li> <li>• 1.4.1 Government intervention in markets</li> <li>• 1.4.2 Government failure</li> </ul>	<ul style="list-style-type: none"> <li>• 2.6.1 Possible macroeconomic objectives</li> <li>• 2.6.2 Demand-side policies</li> <li>• 2.6.3 Supply-side policies</li> <li>• 2.6.4 Conflicts and tradeoffs between objectives and policies</li> <li>• 2.2.1 The characteristics of AD</li> <li>• 2.2.2 Consumption (C)</li> </ul>	<ul style="list-style-type: none"> <li>• 2.1.1 Economic growth</li> <li>• 2.1.2 Inflation</li> <li>• 2.1.3 Employment and unemployment</li> <li>• 2.1.4 Balance of payments</li> <li>• 2.4.1 National income</li> <li>• 2.4.2 Injections and withdrawals</li> <li>• 2.4.3 Equilibrium levels of real national output</li> <li>• 2.4.4 The multiplier</li> </ul>	<ul style="list-style-type: none"> <li>• Preparation for summer examinations</li> </ul>	<ul style="list-style-type: none"> <li>• 3.2.1 Business objectives</li> <li>• 3.1.1 Sizes and types of firms</li> <li>• 3.1.2 Business growth</li> <li>• 3.1.3 Demergers</li> <li>• 3.3.1 Revenue</li> <li>• 3.3.2 Costs</li> <li>• 3.3.3 Economies and diseconomies of scale</li> <li>• 3.3.4 Normal profits, supernormal profits and losses</li> </ul>

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
	<ul style="list-style-type: none"> <li>• 1.2.1 Rational decision making</li> <li>• 1.2.2 Demand</li> <li>• 1.2.3 Price, income and cross elasticities of demand</li> <li>• 1.2.4 Supply</li> <li>• 1.2.5 Elasticity of supply</li> <li>• 1.2.6 Price determination</li> <li>• 1.2.7 Price mechanism</li> <li>• 1.2.8 Consumer and producer surplus</li> <li>• 1.2.9 Indirect taxes and subsidies</li> </ul>		<ul style="list-style-type: none"> <li>• 2.2.3 Investment (I)</li> <li>• 2.2.4 Government expenditure (G)</li> <li>• 2.2.5 Net trade (X-M)</li> <li>• 2.3.1 The characteristics of AS</li> <li>• 2.3.2 Short-run AS</li> <li>• 2.3.3 Long-run AS</li> </ul>	<ul style="list-style-type: none"> <li>• 2.5.1 Causes of growth</li> <li>• 2.5.2 Output gaps</li> <li>• 2.5.3 Trade (business) cycle</li> <li>• 2.5.4 The impact of economic growth</li> </ul>		<ul style="list-style-type: none"> <li>• 3.4.1 Efficiency</li> <li>• 3.4.2 Perfect competition</li> <li>• 3.4.3 Monopolistic competition</li> <li>• 3.4.4 Oligopoly</li> <li>• 3.4.5 Monopoly</li> <li>• 3.4.6 Monopsony</li> <li>• 3.4.7 Contestability</li> </ul>

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 13	<ul style="list-style-type: none"> <li>• 3.5.1 Demand for labour</li> <li>• 3.5.2 Supply of labour</li> <li>• 3.5.3 Wage determination in competitive and non-competitive markets</li> <li>• 3.6.1 Government intervention</li> <li>• 3.6.2 The impact of government intervention</li> </ul>	<ul style="list-style-type: none"> <li>• 4.1.1 Globalisation</li> <li>• 4.1.2 Specialisation and trade</li> <li>• 4.1.3 Pattern of trade</li> <li>• 4.1.4 Terms of trade</li> <li>• 4.1.5 Trading blocs and the World Trade Organisation (WTO)</li> <li>• 4.1.6 Restrictions on free trade</li> <li>• 4.1.7 Balance of payments</li> <li>• 4.1.8 Exchange rates</li> <li>• 4.1.9 International competitiveness</li> <li>• 4.2.1 Absolute and relative poverty</li> <li>• 4.2.2 Inequality</li> <li>• 4.3.1 Measures of development</li> <li>• 4.3.2 Factors influencing growth and development</li> <li>• 4.3.3 Strategies influencing growth and development</li> <li>• 4.4.1 Role of financial markets</li> <li>• 4.4.2 Market failure in the financial sector</li> <li>• 4.4.3 Role of central banks</li> </ul>	<ul style="list-style-type: none"> <li>• 4.5.1 Public expenditure</li> <li>• 4.5.2 Taxation</li> <li>• 4.5.3 Public sector finances</li> <li>• 4.5.4 Macroeconomic policies in a global context</li> </ul>	<ul style="list-style-type: none"> <li>• Preparation for exams</li> </ul>	<ul style="list-style-type: none"> <li>• Preparation for exams</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
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