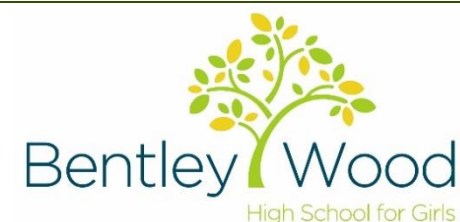


Business Studies and Economics Department Curriculum Overview



Curriculum Overview

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

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 10	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 2.1.1 Business growth • 2.1.2 Changes in business aims and objectives • 2.1.3 Business and globalization • 2.1.4 Ethics, the environment and business 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 2.3.1 Business operations • 2.3.2 Working with suppliers • 2.3.3 Managing quality • 2.3.4 The sales process

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 11	<ul style="list-style-type: none"> • 1.1.1 The dynamic nature of business • 1.1.2 Risk and reward • 1.1.3 The role of business enterprise • 1.2.1 Customer needs • 1.2.2 Market research • 1.2.3 Market segmentation • 1.2.4 The competitive environment • 	<ul style="list-style-type: none"> • 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 • 1.4.1 The options for start-up and small businesses • 1.4.2 Business location • 1.4.3 The marketing mix • 1.4.4 Business plans • 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 	<ul style="list-style-type: none"> • 2.1.1 Business growth • 2.1.2 Changes in business aims and objectives • 2.1.3 Business and globalization • 2.1.4 Ethics, the environment and business • 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 	<ul style="list-style-type: none"> • 2.3.1 Business operations • 2.3.2 Working with suppliers • 2.3.3 Managing quality • 2.3.4 The sales process • 2.4.1 Business calculations • 2.4.2 Understanding business performance • 2.5.1 Organisational structures • 2.5.2 Effective recruitment • 2.5.3 Effective training and development • 2.5.4 Motivation 	<ul style="list-style-type: none"> • Preparation for examination 	<ul style="list-style-type: none"> •

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 12 Business	<ul style="list-style-type: none"> • 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 • 1.2.4 Price elasticity of demand • 1.2.5 Income elasticity of demand • 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 	<ul style="list-style-type: none"> • 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 • 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 	<ul style="list-style-type: none"> • 2.1.1 Internal finance • 2.1.2 External finance • 2.1.3 Liability • 2.1.4 Planning • 2.2.1 Sales forecasting • 2.2.2 Sales, revenue and costs • 2.2.3 Break-even • 2.2.4 Budgets • 	<ul style="list-style-type: none"> • 2.3.1 Profit • 2.3.2 Liquidity • 2.3.3 Business failure • 2.4.1 Production, productivity and efficiency • 2.4.2 Capacity utilization • 2.4.3 Stock control • 2.4.4 Quality management • 2.5.1 Economic influences • 2.5.2 Legislation • 2.5.3 The competitive environment 	<ul style="list-style-type: none"> • Preparation for examination 	<ul style="list-style-type: none"> • 3.1.1 Corporate objectives • 3.1.2 Theories of corporate strategy • 3.1.3 SWOT analysis • 3.1.4 Impact of external influences
	<ul style="list-style-type: none"> • 3.2.1 Growth • 3.2.2 Mergers and takeovers • 3.2.3 Organic growth • 3.2.4 Reasons for staying small • 4.1.1 Growing economies • 4.1.2 International trade and business growth 	<ul style="list-style-type: none"> • 3.3.1 Quantitative sales forecasting • 3.3.2 Investment appraisal • 3.3.3 Decision trees • 3.3.4 Critical Path Analysis • 3.5.1 Interpretation of financial statements 	<ul style="list-style-type: none"> • 3.4.1 Corporate influences • 3.4.2 Corporate culture • 3.4.3 Shareholders versus stakeholders • 3.4.4 Business ethics • 3.5.3 Human resources 	<ul style="list-style-type: none"> • 3.6.1 Causes and effects of change • 3.6.2 Key factors in change • 3.6.3 Scenario planning • Preparation for pre released case study. 	<ul style="list-style-type: none"> • Preparation for Exam 	<ul style="list-style-type: none"> •

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

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

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

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