

Business Studies and Economics Department Curriculum Overview



Curriculum Overview

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 9	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 	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 	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"> • 1.4.1 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 	<ul style="list-style-type: none"> • 2.4.1 Business calculations • 2.4.2 Understanding business performance

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 11	<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 	<ul style="list-style-type: none"> ● 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"> ● 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 ● 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 	<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 ● 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 	<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
			<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"> • 2.5.1 Organisational structures • 2.5.2 Effective recruitment • 2.5.3 Effective training and development • 2.5.4 Motivation 		
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

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 13 Business	<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 ● 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 ● 3.5.2 Ratio analysis ● 3.6.1 Causes and effects of change ● 3.6.2 Key factors in change ● 3.6.3 Scenario planning 	<ul style="list-style-type: none"> ● 4.1.1 Growing economies ● 4.1.2 International trade and business growth ● 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 ● Preparation for pre released case study. 	<ul style="list-style-type: none"> ● 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 ● 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 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 • 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"> • 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) • 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"> • 2.1.1 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 • 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"> • 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 • 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

Autumn 1

- 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

Autumn 2

- 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

Spring 1

- 4.5.1 Public expenditure
- 4.5.2 Taxation
- 4.5.3 Public sector finances
- 4.5.4 Macroeconomic policies in a global context
- 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

Spring 2

- 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
- Preparation for exams

Summer 1

- Preparation for exams

Summer 2

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