

English Martyrs' Business Curriculum Map 2021-2

Focus	Autumn One	Autumn Two	Spring One	Spring Two	Summer One	Summer Two
<p>Year 9 Introduction to Business as part of the real world. Building knowledge in Preparation for Year 10. Functions of business, including Finance; Activities.</p>	<p>Introduction to Business in the Real World I</p> <ul style="list-style-type: none"> • Introduction to Business • Initial numeracy assessment • Enterprise, types of business • Limited and unlimited liability • Location factors • Activities: Entrepreneurship qualities questionnaire 	<p>Business in the Real World 2</p> <ul style="list-style-type: none"> • Franchises • Business Planning and Expansion • Economies of Scale • Introduction to profit, costs and revenue • Activities: Plan a business; set up a partnership 	<p>Introduction to Human Resources</p> <ul style="list-style-type: none"> • How are businesses structured and organised • Recruitment and selection • Interview skills • Motivation and training • Activities: Mock interviews, design jobs • Careers analysis 	<p>Introduction to Operations</p> <ul style="list-style-type: none"> • Procurement • Types of production • Supply Chain • Logistics • Activities: Design a board game; invent an app. 	<p>Introduction to finance</p> <ul style="list-style-type: none"> • What is money? • Banking • Budgeting • Shares and Stock Exchange activities 	<p>Revision, activities</p> <ul style="list-style-type: none"> • Numeracy assessments • Budgeting activities • Money skills, personal finance activities. • Dragon's Den
<p>Year 10 GCSE: Business in the Real World; Operations; Human Resources; Marketing Exam technique</p>	<p>Business in the Real World</p> <ul style="list-style-type: none"> • Purpose and nature of business • Business ownership • Aims and objectives • Stakeholders • Location • Planning and expanding a business 	<p>Business Operations</p> <ul style="list-style-type: none"> • Production processes • Role of procurement • Concept of quality • Good customer service 	<p>Human Resources</p> <ul style="list-style-type: none"> • Organisational structures • Recruitment and Selection • Methods of Motivation • Leadership Styles • Training 	<p>Marketing 1</p> <ul style="list-style-type: none"> • Identifying and understanding customers • Segmentation • Market Research • Carry out market research: Create questionnaires, administer, assess results. 	<p>Marketing 2</p> <ul style="list-style-type: none"> • Marketing Mix: 4 Ps • Product, Price, Place, Promotion • How to use the marketing mix 	<p>Revision</p> <ul style="list-style-type: none"> • Exam practice: technique, key terms • Mock exam preparation
<p>Year 11 GCSE: Finance; External Influences on Business Revision and exam technique.</p>	<p>Finance 1</p> <ul style="list-style-type: none"> • Numeracy assessment • Sources of Finance • Cash flow • Break Even • Introduction to Financial Documents, purposes and usage 	<p>Finance 2</p> <ul style="list-style-type: none"> • Income statement, ARR, Statement of Financial Position • Financial terms and calculations • Analysing the financial position of a business 	<p>External Influences on Business 1</p> <ul style="list-style-type: none"> • Technology • Ethical & Environmental considerations 	<p>External Influences on Business 2</p> <ul style="list-style-type: none"> • Economic Climate: Business Cycle • Globalisation • Legislation • The competitive environment • Exchange rates 	<p>Revision and exam practice</p> <ul style="list-style-type: none"> • Revise Year 10 theory and key terms • Exam technique: How to tackle the different questions • 4,6,9,12 mark questions • Past papers 	<p>Revision and exam practice</p> <ul style="list-style-type: none"> • Continue exam preparation until exams (2 papers)
Focus	Autumn One	Autumn Two	Spring One	Spring Two	Summer One	Summer Two

<p>Year 12 AS: Introduction to Business. Functional Decision Making to improve performance. Exam technique.</p>	<p>A level Business Numeracy Assessment</p> <p>What is Business?</p> <ul style="list-style-type: none"> Nature and purpose of business. Different business forms. External environment. <p>Overall Business Decision Making</p> <ul style="list-style-type: none"> Management, Leadership Stakeholders 	<p>Marketing Decision Making</p> <ul style="list-style-type: none"> Setting marketing objectives. Markets and Customers. Segmentation, targeting and positioning Marketing Mix <p>Operational Decision Making</p> <ul style="list-style-type: none"> Setting operational objectives Efficiency and productivity Quality Inventory and Supply Chains 	<p>Financial Decision Making</p> <ul style="list-style-type: none"> Setting financial objectives Analysing financial performance Sources of finance Improving Profit and Cash Flow 	<p>Human Resources Decision Making</p> <ul style="list-style-type: none"> Setting HR objectives Analysing HR performance Organisational design and HR flow Motivation and engagement Employer: Employee relations 	<p>Revision and exam practice</p> <ul style="list-style-type: none"> Past papers Key terms, exam technique 9 and 16 mark questions Case studies 	<p>Post- examinations (2 papers):</p> <p>A2 Transition:</p> <ul style="list-style-type: none"> RAG rating Year 12 content (Red, Amber, Green) Year 13 content
<p>Year 13 A Level: Business Strategy Exam technique</p>	<p>Strategic Position of a Business:</p> <p>1. Internal factors</p> <ul style="list-style-type: none"> Mission, objectives, strategy Financial ratio analysis Analysing Overall Position <p>2. External factors and strategic options</p> <ul style="list-style-type: none"> Political and Legal change Economic change Social and technological change Competitive environment 	<p>Choosing Strategic Direction</p> <ul style="list-style-type: none"> Investment appraisal Which markets to compete in What products to offer How to compete: strategic positioning Porter, Bowman, Ansoff models 	<p>Strategic Methods: How to pursue Strategies</p> <ul style="list-style-type: none"> Assessing a change in scale Assessing innovation Assessing internationalism Assessing greater use of digital technology 	<p>Managing strategic change</p> <ul style="list-style-type: none"> Managing change Managing organisational culture Managing strategic implementation Critical Path Analysis Problems with strategy and why strategies fail 	<p>Revision and exam practice</p> <ul style="list-style-type: none"> Past papers Key terms, exam technique 25 mark questions Case studies 	<p>Summer exams 3 papers</p>