

## Key Stage Five Business Curriculum – Carre’s Grammar School

Subject						
	Autumn 1	Autumn 2	Spring 3	Spring 4	Summer 5	Summer 6
<b>Year 12</b>	<b>Theme 1: Marketing &amp; People</b>  1.1 Meeting customer needs <ul style="list-style-type: none"> <li>• The market</li> <li>• Market research</li> <li>• Market positioning</li> </ul> 1.2 The Market <ul style="list-style-type: none"> <li>• Demand</li> <li>• Supply</li> <li>• Markets</li> <li>• PED</li> <li>• YED</li> </ul> 1.3 Marketing Mix and Strategy <ul style="list-style-type: none"> <li>• Product/service design</li> <li>• Branding and promotion               <ul style="list-style-type: none"> <li>• Pricing strategies</li> <li>• Distribution</li> <li>• Marketing strategy</li> </ul> </li> </ul>	1.4 Managing People <ul style="list-style-type: none"> <li>• Approaches to staffing</li> <li>• Recruitment, selection and training</li> <li>• Organisational design</li> <li>• Motivation in theory and practice</li> <li>• Leadership</li> </ul> 1.5 Entrepreneurs and Leaders <ul style="list-style-type: none"> <li>• Role of an entrepreneur</li> <li>• Entrepreneurial motives and characteristics</li> <li>• Moving from entrepreneur to leader</li> <li>• Business objectives</li> <li>• Forms of businesses</li> <li>• Business choices</li> </ul>	<b>Theme 2: Managing Business Activity</b>  2.1 Raising Finance <ul style="list-style-type: none"> <li>• External finance</li> <li>• Liability</li> <li>• Planning</li> </ul> 2.2 Financial Planning <ul style="list-style-type: none"> <li>• Sales forecasting</li> <li>• Sales, revenue and costs</li> <li>• Break-even</li> <li>• Financial planning</li> <li>• Budgets</li> </ul>	2.3 Managing Finance <ul style="list-style-type: none"> <li>• Profit</li> <li>• Liquidity</li> <li>• Business failures</li> <li>• External influences</li> <li>• Economic influences</li> <li>• legislation</li> </ul> 2.4 Resource Management <ul style="list-style-type: none"> <li>• Production, productivity and efficiency</li> <li>• Capacity utilisation</li> <li>• Stock control</li> <li>• Quality management</li> </ul>	Examination preparation  All focus is on the Year 12 Mock exam. Students will revise, recap and practice exam strategies and techniques.  <b>Theme 3: Business Decision &amp; Strategy</b>  3.1 Business objectives and strategy <ul style="list-style-type: none"> <li>• Corporate objectives</li> <li>• Theories of corporate strategy</li> <li>• SWOT analysis</li> <li>• Impact of external influences</li> </ul>	3.2 Business growth <ul style="list-style-type: none"> <li>• Growth</li> <li>• Mergers and takeovers</li> <li>• Organic growth</li> <li>• Reasons for staying small</li> </ul> 3.3 Decision-making techniques <ul style="list-style-type: none"> <li>• Quantitative sales forecasting</li> <li>• Investment appraisal</li> </ul> 3.4 Influences on business decisions <ul style="list-style-type: none"> <li>• Corporate influences</li> <li>• Business ethics               <ul style="list-style-type: none"> <li>• Shareholders versus stakeholders</li> <li>• Corporate culture</li> </ul> </li> </ul> <b>Work Experience</b>

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	Assessment 1 Marketing	Assessment 2 Human Resources	Assessment 3 Finance	Assessment 4 Operations Management	Year 12 Mocks	Assessment 5 Strategy
<b>Year 13</b>	3.3 Decision-making techniques <ul style="list-style-type: none"> <li>• Decision trees</li> <li>• Critical path analysis</li> <li>• Assessing competitiveness</li> </ul> 3.5 Assessing Competitiveness <ul style="list-style-type: none"> <li>• Interpretation of financial statements</li> <li>• Ratio analysis</li> <li>• Human resources</li> </ul> 3.6 Managing Change <ul style="list-style-type: none"> <li>• Causes and effects of change</li> <li>• Key factors in change</li> <li>• Scenario planning</li> </ul>	<b>Theme 4: Global business</b>  4.1 Globalisation <ul style="list-style-type: none"> <li>• Growing economies</li> <li>• International trade and business growth</li> <li>• Factors contributing to increased globalisation</li> <li>• Protectionism</li> <li>• Trading blocs</li> </ul> 4.2 Global markets and business expansion <ul style="list-style-type: none"> <li>• Conditions that prompt trade</li> <li>• Assessment of a country as a production location</li> <li>• Reasons for global mergers or joining ventures</li> <li>• Global competitiveness</li> </ul>	4.3 Global Marketing <ul style="list-style-type: none"> <li>• Marketing</li> <li>• Cultural and social issues</li> <li>• Niche markets</li> </ul> 4.4 Global industries and companies <ul style="list-style-type: none"> <li>• The impact of MNC’s</li> <li>• Ethics</li> <li>• Controlling MNC’s</li> </ul>	Paper 3 pre release casestudy – assessment of a particular market/Industry. Every year Edexcel select a new industry.	All focus is on the exam. Students will revise, recap and practice exam strategies and techniques. Revision and past paper practice to embed knowledge and apply skills	N/A
	<b>Assessment 1 Business Decision Making</b>	<b>Assessment 2 Global Markets</b>	<b>Assessment 3 Global Marketing &amp; MNC’s</b>	<b>Mock Paper 3</b>	<b>External Examinations</b>	

Students will be preparing for their exams throughout the term by learning exam techniques and practicing exam questions.