## **Overall Curriculum Goals**

- Students will develop the knowledge and skills needed to analyse data, think critically about issues and make informed decisions all skills that are needed for further study and employment.
- To engage students through topics and issues that are relevant in society they will study key contemporary developments such as digital technology and business ethics, and globalisation is covered throughout the topics.

| throughout the topics.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                   |  |  |  |
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| Half Term 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Half Term 2                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Half Term 3                                                                                                                                                                                                                 | Half Term 4                                                                                                                                                                                                                                                                                                                                                                         | Half Term 5                                                                                                                                                                                                                                                                                                                                                                                                                              | Half Term 6                                                                       |  |  |  |
| Understanding the nature and purpose of business Understanding different business forms Understanding that businesses operate within an external environment Setting financial objectives Analysing financial performance Making financial decisions: improving cash flow and profits                                                                                                                                                                                                                                                         | Making financial decisions: sources of finance.      Making financial decisions: improving cash flow and profits      constructing and analysing budgets and cash flow forecasts      PESTLE analysis      Demographic change / Interest rates / Environmental issues and fair trade / Income / Market conditions / Competition      Decision making to improve marketing performance      Understanding markets and customer segmentation, targeting, positioning | Making marketing decisions: using the marketing mix     Understanding management, leadership and decision making     Understanding management decision making     Understanding the role and importance of stakeholders     | Setting operational objectives     Analysing operational performance     Making operational decisions to improve performance: increasing efficiency and productivity     Decision making to improve human resource performance                                                                                                                                                      | <ul> <li>Making operational decisions to improve performance: improving quality</li> <li>Making operational decisions to improve performance: managing inventory and supply chains</li> <li>Making human resource decisions: improving organisational design and managing the human resource flow</li> <li>Making human resource decisions: improving motivation and engagement</li> <li>improving employeremployee relations</li> </ul> | Introduction to year 2     Year 12 Finals feedback.                               |  |  |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                   |  |  |  |
| Key Vocabulary/Concepts/Ideas                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Key                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Key                                                                                                                                                                                                                         | Key                                                                                                                                                                                                                                                                                                                                                                                 | Key                                                                                                                                                                                                                                                                                                                                                                                                                                      | Key                                                                               |  |  |  |
| Profit /growth / survival / social ethical objectives / revenue (also turnover and sales) / fixed costs / variable costs / total costs / objectives / mission statements / sole traders / private limited / companies and public limited companies / private sector and public sector organisations / non-profit organisations / non-profit organisations such as charities mutuals / unlimited and limited liability /ordinary share capital / market capitalisation / dividends / competition / market conditions / incomes /interest rates | Key Vocabulary/Concepts/Ideas sales volume and sales value / market size / market and sales growth / market share / brand loyalty / profit / cash flow problem / profitability / extrapolation / confidence intervals / correlation / price elasticity of demand / income elasticity of demand                                                                                                                                                                     | Key Vocabulary/Concepts/Ideas Boston Matrix / Problem Child / Dog / Star / Cash Cow / Product life cycle / extension strategy / product development / multi- channel / Tannenbaum Schmidt continuum / the Blake Mouton grid | Key Vocabulary/Concepts/Ideas Costs / quality / speed of response and flexibility / dependability / environmental objectives / added value / labour productivity / unit costs (average costs) / capacity / capacity utilisation / employee engagement and involvement / talent development / training / diversity / alignment of values / number, skills and location of employees. | Key Vocabulary/Concepts/Ideas  labour turnover and retention rates / labour productivity / employee costs as percentage of turnover / labour cost per unit / authority / span / hierarchy / delegation / centralisation and decentralisation / human / resource plan / recruitment / training / redeployment / redundancy / piece rate / commission / salary schemes / performance-related pay                                           | Key Vocabulary/Concepts/Ideas Short termism / SWOT analysis / balanced scoreboard |  |  |  |

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| Half Term 1                                                                                                                                                                                                                                                                                                                                                                 | Half Term 2                                                                                                                                                                                                                                                                                                                                                | Half Term 3                                                                                                                                                                                                                                                                                           | Half Term 4                                                                                                                                                                                                                                                                                                                                                              | Half Term 5                   | Half Term 6                   |
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| <ul> <li>Analysing the existing internal position of a business to assess strengths and weaknesses: financial ratio analysis</li> <li>Analysing the existing internal position of a business to assess strengths and weaknesses: overall performance</li> <li>Analysing the external environment to assess opportunities and threats: political and legal change</li> </ul> | Analysing the external environment to assess opportunities and threats: economic change     Analysing the external environment to assess opportunities and threats: social and technological     Analysing the external environment to assess opportunities and threats: the competitive environment     Analysing strategic options: investment appraisal | Strategic direction: choosing which markets to compete in and what products to offer Strategic positioning: choosing how to compete Assessing a change in scale Managing change                                                                                                                       | Managing organisational culture     Managing strategic implementation     Problems with strategy and why strategies fail     Assessing innovation     Assessing internationalisation     Assessing greater use of digital technology                                                                                                                                     | Revision and practice         |                               |
| Key Vocabulary/Concepts/Ideas                                                                                                                                                                                                                                                                                                                                               | Key Vocabulary/Concepts/Ideas                                                                                                                                                                                                                                                                                                                              | Key Vocabulary/Concepts/Ideas                                                                                                                                                                                                                                                                         | Key<br>Vocabulary/Concepts/Ideas                                                                                                                                                                                                                                                                                                                                         | Key Vocabulary/Concepts/Ideas | Key Vocabulary/Concepts/Ideas |
| Ratio / current ratio / gearing / liquidity / receivables / payables / income statement / inventory turnover / legislature / regulator / scope / effect                                                                                                                                                                                                                     | CSR / GDP / taxation / fiscal and<br>monetary policy / free trade /<br>protectionism / ARR / payback /<br>quantitative / qualitative / NPV<br>/ discount factor                                                                                                                                                                                            | Low cost / differentiation / strategic clock / take over / merger / joint venture / franchising / economies of scale (including technical, purchasing and managerial) / economies of scope / diseconomies of scale / the experience curve / synergy Overtrading / vertical and horizontal integration | Export / licensing / alliances / direct investment / offshoring / re-shoring / e-commerce / data mining / big data / enterprise resource planning / internal change / external change / disruptive change / incremental change / restructuring / delayering / flexible / employment contracts / organic structures v mechanistic / knowledge and information management. |                               |                               |
| CIAG                                                                                                                                                                                                                                                                                                                                                                        | CIAG                                                                                                                                                                                                                                                                                                                                                       | CIAG                                                                                                                                                                                                                                                                                                  | CIAG                                                                                                                                                                                                                                                                                                                                                                     | CIAG                          | CIAG                          |