

BUSINESS CURRICULUM MAP KS5 – Possible links to Careers Education in Purple				
FORMAL KEY STAGE FIVE ADVANCED LEVEL CURRICULUM FOR BUSINESS				
Core Threads		By the end of key stage FIVE we want all students of Business to know and do the following things: Be able to display both <u>knowledge</u> and <u>understanding</u> of key concepts, <u>application</u> of business concepts in context, <u>analysis</u> of an assertion with a detailed <u>chain of reasoning</u> in context, be able to show <u>reasoned judgement</u> in many business contexts regarding business mission, objectives, tactics and strategy		
Prior Knowledge		In KS5, students of Business will build on the following prior learning : Key Stage 4 skills of ratio analysis, percentage calculations, data handling, index numbers, generic application, analysis and evaluation skills		
Future Knowledge		The Curriculum in KS5 Business will prepare students for the following future learning : Quantitative and qualitative judgements, communication of ideas and values, understanding of specific and generic business issues and policies		
Year 12	Term	KEY KNOWLEDGE SKILLS CONCEPTS – TAUGHT & LEARNT	REVISED & REVISITED	Common Assessment End Points
	T1 & T2	BUSINESS ACTIVITY: <i>Business activity</i> , objectives, growth, revenue, market share & profit, <i>business structure, sole traders, ltd, plc partnerships and other forms of enterprise, stakeholders and their objectives, business size and growth, scale of operations, competition, interest rates, ethics, decision making & stakeholders, customer journey.</i>	% Calculations, Data handling	Test 1: Term 1 KU and core threads of Ap and An*
		MARKETING: <i>Marketing approaches, understanding market & customers, primary and secondary research sources, sampling methods, market analysis & segmentation, Marketing Mix, Product, Price, Promotion, Place, sales forecasting & performance, marketing technology.</i>	Objectives, profits, competition, markets	Test 2: Marketing – KU, Ap, An and Ev*
	T3 & T4	PEOPLE: <i>Purpose and role of HRM, ways of working, organisational design, purpose of motivation in practice, employee morale, health and wellbeing,</i> Leadership & styles, trade unions & employee relations, training and development, measuring performance; OPERATIONS: <i>Role of operations,</i> production, measuring productivity	Costs, decision making, objectives, stakeholders	Test 3: People – KU, Ap, An and Ev*
		OPERATIONS: Managing quality, managing capacity, inventory management, supply chain and logistics, measuring operational performance;	Costs, decision making, objectives, stakeholders	Test 4: Operations – KU, Ap, An and Ev*
		FINANCE: <i>Role of accounting and finance,</i> types of asset & liability		
	T5	FINANCE Costs and revenue, break-even analysis, budgeting and planning, cash flow forecasting, sources of finance, financial statements	Costs, decision making, objectives, stakeholders	Test 5: Finance – KU, Ap, An and Ev*
	T6	EXTERNAL INFLUENCES: What is a market, competition and factors, international trade & multinational business, politics and economic influences, social and technological influences	Decision making, objectives, stakeholders	Y12 Interim Exams – full paper 1 – all core threads
Year 13	T1	STRATEGIC POSITION INTERNAL: <i>Overall performance, core competences, Ops, HR, Marketing data, Elkington</i> STRATEGIC POSITION EXTERNAL: <i>Political & Legal, labour market laws, regulations, infrastructure</i>	Functional areas, objectives, external env't	Test 7: Term 6 and Term 1 (Y13) content – KU, Ap, An and Ev*
		MANAGING STRATEGIC CHANGE: Lewis, Kotter & Schlesinger, <i>Organisational culture. Implementation:</i> structure, network analysis. <i>Problems:</i> planned v emergent, drift, contingency	Org design, stakeholders, objectives	
	T2	STRATEGIC POSITION EXTERNAL: <i>Economic:</i> policy, trade, globalisation. <i>Social & technological:</i> demography, Corporate Social Responsibility. <i>Competitive environment:</i> Porter's Five Forces <i>Investment appraisal</i>	Functional areas, objectives, external env't	Test 8: Term 1 and 2 content – KU, Ap, An and Ev*
	T3 & T4	CHOOSING STRATEGIC DIRECTION: <i>Direction:</i> Ansoff, <i>Positioning.</i> Porter: <i>Method.</i> Growth and retrenchment. Innovation (product and process, Kaizen). Internationalism. Digital technology. Functional areas, costs, objectives, external environment		Test 9: Term 1-3 content – KU, Ap, An and Ev* Year 13 Mock Exam: Paper 1 & 2 – all core threads and all content
	T5	Revision – All terms knowledge and core threads	Revise key knowledge/core threads	Paper 3 – all core threads and all content
WIDER KEY STAGE FIVE BUSINESS CURRICULUM				
British values – rule of law, democracy (legislative, executive and judiciary) tolerance of others (profits v ethical considerations) UK institutions – legal, political, financial, commercial Financial capability – consumer law, finance, interest rates on loans and savings <i>Employability skills – recruitment and selection</i> Moral and social issues – business as a force for good – limitations of the pursuit of profit Protected characteristics				

*KU – Knowledge and understanding Ap – Application An – Analysis Ev – Evaluation

BUSINESS CURRICULUM MAP KS4				
FORMAL KEY STAGE FOUR GCSE CURRICULUM FOR BUSINESS				
Core Threads		By the end of key stage FOUR we want all students of Business to know and do the following things: Be able to display both <u>knowledge</u> and <u>understanding</u> of key concepts, <u>application</u> of business concepts in context, <u>analysis</u> of an assertion with a detailed <u>chain of reasoning</u> in context, be able to show <u>reasoned judgement</u> in many business contexts regarding business mission, objectives, tactics and strategy		
Prior Knowledge		In KS4, students of Business will build on the following prior learning : Key Stage 3 skills of ratio analysis, percentage calculations, data handling, generic application, analysis and evaluation skills		
Future Knowledge		The Curriculum in KS4 Business will prepare students for the following future learning : Quantitative and qualitative judgements, communication of ideas and values, understanding of specific and generic business issues and policies		
Year 10		KEY KNOWLEDGE SKILLS CONCEPTS – TAUGHT & LEARNT	REVISED & REVISITED	Common Assessment End Points
	T1	BUSINESS ACTIVITY: Purpose of business activity and enterprise, business aims and objectives, entrepreneurship, business planning, internal and external stakeholders and their impacts, organic/inorganic growth, and ownership options - sole traders, ltd, plc partnerships	Growth, functional areas, scale, basic calculations	Test 1: Business Activity - KU, Ap*
	T2	MARKETING: Market research, qualitative and quantitative data, market segmentation, Interpretation of market data and the Marketing Mix (4 Ps)	Market research & segmentation, Marketing mix, data handling	Test 2: Marketing - KU, Ap, An and Ev*
	T3	MARKETING: Market research, qualitative and quantitative data, market segmentation, Interpretation of market data and the Marketing Mix (4 Ps)	Market research & segmentation, Marketing mix, data handling	Test 3: Marketing - KU, Ap, An and Ev*
	T4	PEOPLE: Purpose of human resources, organisational structures , recruitment, importance of business communications, motivation and retention of employees: financial and non-financial , training, and employment law	HR role, organisational structures, business communication	Test 4: People - KU, Ap, An and Ev*
	T5	PEOPLE: Purpose of human resources, organisational structures , recruitment, importance of business communications, motivation and retention of employees: financial and non-financial , training, and employment law	HR role, organisational structures, business communication	Year 10 Exams: all core threads
	T6	FINANCE: Purpose of the finance function, sources of finance, revenue, fixed/variable costs, profit and loss, break-even analysis, cash flow forecasts, and sources of finance	Unit costs, basic business calculations	Test 5: Finance - KU, Ap, An and Ev*
Year 11	T1	Recruitment & selection: Contracts. Motivating employees: financial and non-financial . Training. MARKETING: Identifying needs. Segmentation: age, gender.	Unit costs, industry sectors, basic calculations	Test 6: HR - KU, Ap, An and Ev*
	T2	Market Research: primary and secondary research, market size & share. Marketing mix: Pricing - penetration, skimming, loss-leader; Product - Unique Selling Point, lifecycles. Promotion . Place	Marketing mix, data handling, E-commerce	Year 11 Mock Examination - all core threads
	T3	FINANCE: Sources: internal & external. Cash Flow: inflows & outflows, net cash flow. Financial terms: investment, break-even. Analysing performance: income statements, statement of financial position	Unit costs, basic business calculations	Test 7 – Marketing - KU, Ap, An and Ev*
	T4	Revision – Business in the Real World, Influences on Business, Operations and Human Resources	All terms knowledge and core threads	Test 8 – Finance - KU, Ap, An and Ev* Paper 2 – full paper – all core threads
	T5	Revision – Marketing and Finance	All terms knowledge and core threads	Past Papers
WIDER KEY STAGE FOUR BUSINESS CURRICULUM				
British values – rule of law, democracy (legislative, executive and judiciary) tolerance of others (profits v ethical considerations) UK institutions – legal, political, financial, commercial financial capability – consumer law, finance, interest rates on loans and savings Employability skills – recruitment and selection Protected characteristics				

*KU – Knowledge and understanding Ap – Application An – Analysis Ev – Evaluation