

Year 12 Business - Overview of Content

| | | Autumn Term | | Spring Term | | Summer Term | |
|----------------|--|--|--|---|---|--|--------|
| | | Term 1 | Term 2 | Term 3 | Term 4 | Term 5 | Term 6 |
| Topic Overview | Theme 1 - Marketing and people | Theme 1 - Marketing and people | Theme 4 - Global business | Theme 4 - Global business | Theme 2 - Managing business activities | Theme 2 - Managing business activities | |
| | The market, market research, market positioning, demand, supply, price and income elasticity | Product/service design, branding and promotion, pricing strategies, distribution, marketing strategy, managing people, recruitment, leadership, organisational design, motivation, entrepreneurs, business objectives, forms of business | Growing economies, international trade and growth, globalisation, protectionism, trading blocs, conditions that prompt trade, assessment of a country as a market/production location, global mergers and ventures, global competitiveness | Marketing, niche markets, cultural/social factors, the impact of MNCs, ethics, controlling MNCs | Internal/external finance, liability, planning, sales forecasting, costs/revenue/profit, break even, budgets, profit, liquidity, business failure | Productivity, capacity utilisation, stock control, quality management, economic influences, legislation, the competitive environment | |
| Assessment | Lesson activities, homework and practice exam questions | Lesson activities, homework and practice exam questions | Lesson activities, homework and practice exam questions | Lesson activities, homework and practice exam questions | Lesson activities, homework and practice exam questions | Mock exam | |

Year 13 Business - Overview of Content

| | | Autumn Term | | Spring Term | | Summer Term | |
|----------------|--|---|--|---|---|--|--|
| | | Term 1 | Term 2 | Term 3 | Term 4 | Term 5 | Term 6 |
| Topic Overview | Theme 3 - Managing business activities | Theme 3 - Business decision strategies | Theme 3 - Business decision strategies | | | | |
| | Corporate objectives, corporate strategy, SWOT analysis, external influences, growth, mergers/takeovers, organic growth, reasons for staying small | Quantitative sales forecasting, investment appraisal, decision trees, critical path analysis, corporate influences, corporate culture | Shareholders vs stakeholders, business ethics, interpretation of financial statements, ratio analysis, human resources, causes and effects of change, scenario planning, key factors in change | Revision Exam seminars Revision for Themes 1 - 4 | Revision Exam seminars Revision for Themes 1 - 4 | Revision Exam seminars Revision for Themes 1 - 4 | Revision Exam seminars Revision for Themes 1 - 4 |
| Assessment | Lesson activities, homework and practice exam questions | Lesson activities, homework and practice exam questions | Lesson activities, homework and practice exam questions | Lesson activities, homework and practice exam questions | Lesson activities, homework and practice exam questions | Summer exam | |