



Business Curriculum Map

Teachers review the sequence of teaching throughout the year and use their discretion to adapt, revisit or reteach content when necessary to support the learning of our students.

Business Studies	Year 10	Year 11
GCSE	<ul style="list-style-type: none"> 1.1.1 The dynamic nature of business 1.1.2 Risk and reward 1.1.3 The role of business enterprise 1.2.1 Customer needs Identifying and understanding customer needs: 1.2.2 Market research The purpose of market research: 1.2.3 Market segmentation How businesses use market segmentation to target the market 1.2.4 The competitive environment 1.3.1 Business aims and objectives 1.3.2 Business revenues, costs and profits 1.3.3 Cash and cash-flow 1.3.4 Sources of business finance 1.4.1 The options for start-up and small businesses 1.4.2 Business location 1.4.3 The marketing mix 1.4.4 Business plans 1.5.1 Business stakeholders 1.5.2 Technology and business 1.5.3 Legislation and business 1.5.4 The economy and business 1.5.5 External influences 	<ul style="list-style-type: none"> 2.1.1 Business growth 2.1.2 Changes in business aims and objectives 2.1.3 Business and globalisation 2.1.4 Ethics, the environment and business 2.2.1 Product 2.2.2 Price 2.2.3 Promotion 2.2.4 Place 2.2.5 Using the marketing mix to make business decisions 2.3.1 Business operations 2.3.2 Working with suppliers 2.3.3 Managing quality 2.3.4 The sales process Topic 2.4 Making financial decisions 2.4.1 Business calculations 2.4.2 Understanding business performance 2.5.1 Organisational structures 2.5.2 Effective recruitment 2.5.3 Effective training and development 2.5.4 Motivation

Business Studies	Year 12	Year 13
A Level	<p>THEME 1 MARKETING AND PEOPLE</p> <p>1.1.1 The market 1.1.2 Market research 1.1.3 Market positioning</p> <p>1.2 Market 1.2.1 Demand 1.2.2 Supply 1.2.3 Markets 1.2.4 Price elasticity of demand 1.2.5 Income elasticity of demand</p> <p>1.3 Marketing mix and strategy 1.3.1 Product/service design 1.3.2 Branding and promotion 1.3.3 Pricing strategies 1.3.4 Distribution 1.3.5 Marketing strategy</p> <p>1.4 Managing people 1.4.1 Approaches to staffing 1.4.2 Recruitment, selection and training 1.4.3 Organisational design 1.4.4 Motivation in theory and practice 1.4.5 Leadership</p> <p>1.5 Entrepreneurs and leaders 1.5.1 Role of an entrepreneur 1.5.2 Entrepreneurial motives and characteristics 1.5.3 Business objectives 1.5.4 Forms of business 1.5.5 Business choices 1.5.6 Moving from entrepreneur to leader</p>	<p>THEME 3: BUSINESS DECISIONS AND STRATEGY</p> <p>3.1 Business objectives and strategy 3.1.1 Corporate objectives 3.1.2 Theories of corporate strategy 3.1.3 SWOT analysis 3.1.4 Impact of external influences</p> <p>3.2 Business growth 3.2.1 Growth 3.2.2 Mergers and takeovers 3.2.3 Organic growth 3.2.4 Reasons for staying small</p> <p>3.3 Decision-making techniques 3.3.1 Quantitative sales forecasting 3.3.2 Investment appraisal 3.3.3 Decision trees 3.3.4 Critical Path Analysis</p> <p>3.4 Influences on business decisions 3.4.1 Corporate influences 3.4.2 Corporate culture 3.4.3 Shareholders versus stakeholders 3.4.4 Business ethics</p> <p>3.5 Assessing competitiveness 3.5.1 Interpretation of financial statements 3.5.2 Ratio analysis 3.5.3 Human resources</p> <p>3.6 Managing change 3.6.1 Causes and effects of change 3.6.2 Key factors in change 3.6.3 Scenario planning</p>

	<p>THEME 2: MANAGING BUSINESS ACTIVITIES</p> <p>2.1 Raising finance 2.1.1 Internal finance 2.1.2 External finance 2.1.3 Liability 2.1.4 Planning</p> <p>2.2 Financial planning 2.2.1 Sales forecasting 2.2.2 Sales, revenue and costs 2.2.3 Break-even 2.2.4 Budgets</p> <p>2.3 Managing finance 2.3.1 Profit 2.3.2 Liquidity 2.3.3 Business failure</p> <p>2.4 Resource management 2.4.1 Production, productivity and efficiency 2.4.2 Capacity utilisation 2.4.3 Stock control 2.4.4 Quality management</p> <p>2.5 External influences 2.5.1 Economic influences 2.5.2 Legislation 2.5.3 The competitive environment</p>	<p>THEME 4: GLOBAL BUSINESS</p> <p>4.1 Globalisation 4.1.1 Growing economies 4.1.2 International trade and business growth 4.1.3 Factors contributing to increased globalisation 4.1.4 Protectionism 4.1.5 Trading blocs</p> <p>4.2 Global markets and business expansion 4.2.1 Conditions that prompt trade 4.2.2 Assessment of a country as a market 4.2.3 Assessment of a country as a production location 4.2.4 Reasons for global mergers or joint ventures 4.2.5 Global competitiveness</p> <p>4.3 Global marketing 4.3.1 Marketing 4.3.2 Niche markets 4.3.3 Cultural/social factors</p> <p>4.4 Global industries and companies (multinational corporations) 4.4.1 The impact of MNCs 4.4.2 Ethics a) Stakeholder conflicts b) Pay and working conditions c) Environmental considerations: 4.4.3 Controlling MNCs</p>
<p>BTEC Business Extended Certificate</p>	<p>UNIT 3 – PERSONAL AND BUSINESS FINANCE</p> <p>A: Understand the importance of managing personal finance A1 Functions and role of money. A2 Different ways to pay A3 Current accounts A4 Managing personal finance</p>	<p>UNIT 1 EXPLORING BUSINESS PURPOSE</p> <p>A: Explore the features of different businesses and analyse what makes them successful A1 Features of businesses A2 Stakeholders and their influence A3 Effective business communications</p> <p>B: Investigate how businesses are organised B1 Structure and organisation B2 Aims and objectives</p>

B: Explore the personal finance sector
B1 Features of financial institutions
B2 Communicating with customers
B3 Consumer protection in relation to personal finance
B4 Information, guidance and advice

C: Understand the purpose of accounting
C1 Purpose of accounting
C2 Types of income
C3 Types of expenditure

D: Select and evaluate different sources of business finance
D1 Sources of finance

E: Break-even and cash flow forecasts
E1 Cash flow forecasts, target setting.
E2 Break-even analysis

F: Complete statements of comprehensive income and financial position and evaluate a business's performance This relates to sole traders only.
F1 Statement of comprehensive income
F2 Statement of financial position
F4 Measuring liquidity
F5 Measuring efficiency

Unit 8 – recruitment and selection

A: Examine how effective recruitment and selection contribute to business success
A1 Recruitment of staff
A2 Recruitment and selection process
A3 Ethical and legal considerations in the recruitment process

B: Undertake a recruitment activity to demonstrate the processes leading to a successful job offer
B1 Job applications
B2 Interviews and skills

C: Examine the environment in which businesses operate
C1 External environment
C2 Internal
C3 Competitive environment. C4 Situational analysis

D: Examine business markets
D1 Different market structures D2 Relationship between demand, supply and price
D3 Pricing and output decisions

E: Investigate the role and contribution of innovation and enterprise to business success
E1 Role of innovation and enterprise to develop business activities
E2 Benefits and risks associated with innovation and enterprise

UNIT 2: DEVELOPING A MARKETING CAMPAIGN

A: Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign
A1 The role of marketing
A2 Influences on marketing activity

B: Using information to develop the rationale for a marketing campaign
B1 Purpose of researching information to identify the needs and wants of customers identify competition.
B2 Market research methods
B3 Developing the rationale

C: Planning and developing a marketing campaign
C1 Marketing campaign activity
C2 Marketing mix
C3 The marketing campaign • Content of the marketing message.
C4 Appropriateness of marketing campaign

	<p>C: Reflect on the recruitment and selection process and your individual performance C1 Review C2 SWOT analysis and action plan</p>	
<p>Btec Business Diploma</p>	<p>UNIT 14: INVESTIGATING CUSTOMER SERVICE</p> <p>A: Explore how effective customer service contributes to business success A1 Customer service in business A2 Customer expectations and satisfaction A3 Benefits of building customer relationships A4 Customer service legislation and regulations</p> <p>B: Investigate the methods used to improve customer service in a business B1 Monitoring and evaluating customer service provision B2 Indicators in improved performance</p> <p>C: Demonstrate customer service in different situations, using appropriate behaviours to meet expectations C1 Customer service skills and behaviours C2 Dealing with customer service requests and complaints C3 Individual skills audit and development plan</p> <p>UNIT 4: MANAGING AN EVENT</p> <p>A: Explore the role of an event organiser A1 Different tasks needed to be completed by an event organiser. A2 Different skills needed by an effective event organiser A3 Common formats for skills audit collection</p> <p>B: Investigate the feasibility of a proposed event B1 Different types of event, and the factors affecting B2 Feasibility measures and critical success factors and targets.</p> <p>C: Develop a detailed plan for a business or social enterprise event C1 Event planning and the use of planning tools C2 Factors to be considered, including budgets, resources and contingency planning</p>	<p>UNIT 6: PRINCIPLES OF MANAGEMENT</p> <p>A The definitions and functions of management A1 Definitions of management and leadership A2 Functions of management A3 Business culture</p> <p>B Management and leadership styles and skills B1 Management and leadership styles B2 Management and leadership.</p> <p>C Managing human resources C1 Human resources (HR) C2 Human resource planning</p> <p>D Factors influencing management, motivation and performance of the workforce D1 Motivation in the workplace D2 Techniques to meet skills requirements D3 Training and development. D4 Performance appraisal</p> <p>E Impact of change E1 Managing change •</p> <p>F Quality management F1 Quality standards F2 Developing a quality culture. F3 The techniques and tools of quality management. F4 The importance and benefits of quality management</p>

D: Stage and manage a business or social enterprise event
D1 Management of the event
D2 Problem solving

E: Reflect on the running of the event and evaluate own skills development
E1 Evaluation of the event
E2 Review of personal skills development in the running of the event

UNIT 5 INTERNATIONAL BUSINESS

A: Explore the international context for business operations
A1 International business
A2 Financing of international business
A3 Support for international business.

B: Investigate the international economic environment in which business operates
B1 Globalisation
B2 International trading blocs
B3 Barriers to international business

C: Investigate the external factors that influence international businesses
C1 External influences.
C2 International business support systems

D: Investigate the cultural factors that influence international businesses
D1 Cultural factors
D2 Impact of cultural factors.

E: Examine the strategic and operational approaches to developing international trade
E1 Strategies for operating internationally
E2 Resource considerations

Economics	Year 12	Year 13
A Level	<p>THEME 1: INTRODUCTION TO MARKETS AND MARKET FAILURE</p> <p>1.1 Nature of economics Subject content</p> <p>1.1.1 Economics as a social science 1.1.2 Positive and normative economic statements 1.1.3 The economic problem (consumers, producers and government) 1.1.4 Production possibility frontiers 1.1.5 Specialisation and the division of labour 1.1.6 Free market economies, mixed economy and command economy</p> <p>1.2 How markets work</p> <p>1.2.1 Rational decision making 1.2.2 Demand 1.2.3 Price, income and cross elasticities of demand 1.2.4 Supply 1.2.5 Elasticity of supply 1.2.6 Price determination 1.2.7 Price mechanism 1.2.8 Consumer and producer surplus 1.2.9 Indirect taxes and subsidies 1.2.10 Alternative views of consumer behaviour</p> <p>1.3 Market failure</p> <p>1.3.1 Types of market failure 1.3.2 Externalities 1.3.3 Public goods 1.3.4 Information gaps</p> <p>1.4 Government intervention</p> <p>1.4.1 Government intervention in markets 1.4.2 Government failure</p> <p>THEME 2: THE UK ECONOMY – PERFORMANCE AND POLICIES</p> <p>2.1 Measures of economic performance 2.1.1 Economic growth a 2.1.2 Inflation 2.1.3 Employment and unemployment 2.1.4 Balance of payments</p>	<p>THEME 3: BUSINESS BEHAVIOUR AND THE LABOUR MARKET</p> <p>3.1 Business growth</p> <p>3.1.1 Sizes and types of firms 3.1.2 Business growth 3.1.3 Demergers</p> <p>3.2 Business objectives</p> <p>3.2.1 Business objectives</p> <p>3.3 Revenues, costs and profits</p> <p>3.3.1 Revenue 3.3.2 Costs 3.3.3 Economies and diseconomies of scale 3.3.4 Normal profits, supernormal profits and losses</p> <p>3.4 Market structures</p> <p>3.4.1 Efficiency 3.4.2 Perfect competition 3.4.3 Monopolistic competition 3.4.4 Oligopoly 3.4.5 Monopoly 3.4.6 Monopsony 3.4.7 Contestability</p> <p>3.5 Labour market</p> <p>3.5.1 Demand for labour 3.5.2 Supply of labour 3.5.3 Wage determination in competitive and non-competitive markets</p> <p>3.6 Government intervention</p> <p>3.6.1 Government intervention 3.6.2 The impact of government intervention</p>

2.2 Aggregate demand (AD)

- 2.2.1 The characteristics of AD
- 2.2.2 Consumption (C)
- 2.2.3 Investment (I)
- 2.2.4 Government expenditure (G)
- 2.2.5 Net trade (X-M)

2.3 Aggregate supply (AS)

- 2.3.1 The characteristics of AS
- 2.3.2 Short-run AS
- 2.3.3 Long-run AS

2.4 National income

- 2.4.1 National income
- 2.4.2 Injections and withdrawals
- 2.4.3 Equilibrium levels of real national output
- 2.4.4 The multiplier

2.5 Economic growth

- 2.5.1 Causes of growth
- 2.5.2 Output gaps
- 2.5.3 Trade (business) cycle
- 2.5.4 The impact of economic growth

2.6 Macroeconomic objectives and policies

- 2.6.1 Possible macroeconomic objectives
- 2.6.2 Demand-side policies:
- 2.6.3 Supply-side policies
- 2.6.4 Conflicts and trade-offs between objectives and policies

THEME 4: A GLOBAL PERSPECTIVE**4.1 International economics**

- 4.1.1 Globalisation
- 4.1.2 Specialisation and trade
- 4.1.3 Pattern of trade
- 4.1.4 Terms of trade
- 4.1.5 Trading blocs and the World Trade Organisation (WTO)
- 4.1.6 Restrictions on free trade
- 4.1.7 Balance of payments
- 4.1.8 Exchange rates
- 4.1.9 International competitiveness

4.2 Poverty and inequality

- 4.2.1 Absolute and relative poverty
- 4.2.2 Inequality

4.3 Emerging and developing economies

- 4.3.1 Measures of development
- 4.3.2 Factors influencing growth and development
- 4.3.3 Strategies influencing growth and development

4.4 The financial sector

- 4.4.1 Role of financial markets
- 4.4.2 Market failure in the financial sector
- 4.4.3 Role of central banks

4.5 Role of the state in the macro economy

- 4.5.1 Public expenditure
- 4.5.2 Taxation
- 4.5.3 Public sector finances
- 4.5.4 Macroeconomic policies in a global context



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Travel and Tourism	Year 12	Year 13
BTec	<p>UNIT 1: THE WORLD OF TRAVEL AND TOURISM</p> <p>A: Types of travel and tourism A1 Types of tourism A2 Types of travel A3 Types of travel and tourism customer</p> <p>B: The types of travel and tourism organisations, their roles and the products and services they offer to customers B1 Ownership and operating aims B2 The key sectors of the travel and tourism industry B3 Interrelationships and interdependencies in the travel and tourism industry</p> <p>C: The scale of the travel and tourism industry C1 Importance of the UK as a global destination C2 Employment in travel and tourism C3 Visitor numbers. C4 Income and spending</p> <p>D Factors affecting the travel and tourism industry D1 Product development and innovation D2 Other factors affecting organisations in the travel and tourism industry D3 Responses of travel and tourism organisations to external and internal factors</p>	<p>UNIT 2: GLOBAL DESTINATIONS</p> <p>A: Geographical awareness, locations and features giving appeal to global destinations A1 Geographical awareness A2 Features and appeal of destinations A3 Appeal and types of tourism Features of global destinations support different types of tourism and tourist activities</p> <p>B: Potential advantages and disadvantages of travel options to access global destinations. B1 Different types of gateways, transport hubs, and their facilities. B2 Potential advantages and disadvantages of travel routes and transport providers</p> <p>C: Travel planning, itineraries, costs and suitability matched to customer needs C1 Travel planning and the potential advantages and disadvantages of transport options C2 Understanding of travel itineraries C3 Cost factors C4 Type of customers and their needs</p> <p>D: Consumer trends, motivating and enabling factors and their potential effect on the popularity and appeal of global destinations D1 Consumer trends affecting the appeal of global destination D2 Motivating and enabling factors affecting the appeal of global destinations</p>

UNIT 3: PRINCIPLES OF MARKETING IN TRAVEL AND TOURISM

A: Explore role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism
A1 Interrelationships between marketing and customer service in travel and tourism organisations
A2 Influencing customer decisions and meeting needs
A3 The marketing mix used by travel and tourism organisations
A4 Potential impacts of the marketing mix and customer service

B: Examine the impact that marketing activities have on the success of different travel and tourism organisations
B1 The role of marketing in different travel and tourism organisations
B2 How marketing contributes to the success of travel and tourism organisations
B3 Influences on marketing activity

C: Carry out market research in order to identify a new travel and tourism product or service
C1 Collecting market research data
C2 Analysing market research data
C3 Using research results to help identify a new product or service

D: Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives.
D1 Designing a promotional campaign to meet stated objectives
D2 Producing promotional materials and activities

E: Factors affecting the popularity and appeal of destinations
E1 Political factors
E2 Economic climate
E3 Accessibility and availability. E4 Image and promotion
E5 Changing markets
E6 Natural disasters
E7 Climate and its influence on travel

UNIT 9: VISITOR ATTRACTIONS

A: Investigate the nature, role and appeal of visitor attractions
A1 Types of visitor attractions
A2 Scale, scope and appeal of visitor attractions
A3 Ways in which visitor attractions are funded
A4 Importance of additional revenue generation strategies for visitor attractions

B: Examine how visitor attractions meet the diverse expectations of visitors
B1 Different types of visitors and their diverse expectations
B2 Products and services provided, including primary and secondary spend opportunities
B3 Ways to meet and exceed visitor expectations
B4 Use of technology and its importance for visitor attractions

C: Explore how visitor attractions respond to competition and measure their success and appeal
C1 Strategies for responding to competition
C2 Success and appeal, using data analysis to measure visitor trends and visitor numbers