



## Business & Economics Curriculum overview

|                                          | Autumn 1                                                                                                                                                                                                                                                                                                                                                 | Autumn 2                                                                                                                                                                                                                                                                                                                    | Spring 1                                                                                                                                                                                                                                            | Spring 2                                                                                                                                                                                                                                                                                                                                     | Summer 1                                                                                                                                                                                                                                                                                                                                                     | Summer 2                                                                                                                                                                                                                                                                                                                                                     |
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| <b>Year 10 GCSE Business</b>             | <b>1.1</b> Enterprise & Entrepreneurship                                                                                                                                                                                                                                                                                                                 | <b>1.2</b> Spotting a Business opportunity                                                                                                                                                                                                                                                                                  | <b>1.3</b> Putting a business idea into practice                                                                                                                                                                                                    | <b>1.4</b> Making a Business effective                                                                                                                                                                                                                                                                                                       | <b>1.5</b> understanding external influences                                                                                                                                                                                                                                                                                                                 | <b>2.1</b> Growing the business                                                                                                                                                                                                                                                                                                                              |
| <b>Year 11 GCSE Business</b>             | <b>2.1</b> Growing the business<br><b>1.5</b> understanding external influences                                                                                                                                                                                                                                                                          | <b>2.1</b> Growing the business<br><b>2.2</b> Making marketing decision.                                                                                                                                                                                                                                                    | <b>2.3</b> Making operation decision<br><b>2.4</b> making financial decisions.                                                                                                                                                                      | <b>2.3</b> Making operation decision<br><b>2.5</b> making human resource decision                                                                                                                                                                                                                                                            | <b>Theme 1 and 2</b> Exam preparation                                                                                                                                                                                                                                                                                                                        | <b>Theme 1 and 2</b> Exam                                                                                                                                                                                                                                                                                                                                    |
| <b>Year 12 BTEC Business Certificate</b> | <b>Unit 1 Exploring Business</b><br><b>Learning aim C</b><br>Examine the environment in which businesses operate<br><b>Learning aim D</b><br>Examine business markets<br><br><b>Unit 2 Developing a Marketing Campaign</b><br><br>This is an externally assessed unit, that covers the following learning aims:<br>a) Introduction to the principles and | <b>Unit 1 Exploring Business</b><br><b>Learning aim C</b><br>Examine the environment in which businesses operate<br><b>Learning aim D</b><br>Examine business markets<br><br><b>Unit 2 – Developing a Marketing Campaign</b><br><br>Planning and developing a marketing campaign<br><br>b) Using information to develop the | <b>Unit 1 Exploring Business</b><br><b>Learning aim C</b><br>Examine the environment in which businesses operate<br><b>Learning aim D</b><br>Examine business markets<br><br><b>Unit 2 – Developing a Marketing Campaign controlled assessment.</b> | <b>Unit 1 Exploring Business</b><br><b>Learning aim A</b><br>Explore the features of different businesses and analyse what makes them successful<br><b>Learning aim B</b><br>Investigate how businesses are organised<br><br><b>Learning aim E</b><br>Investigate the role and contribution of innovation and enterprise to business success | <b>Unit 1 Exploring Business</b><br><b>Learning aim A</b><br>Explore the features of different businesses and analyse what makes them successful<br><b>Learning aim B</b><br>Investigate how businesses are organised<br>Learning aim<br><br><b>Learning aim E</b><br>Investigate the role and contribution of innovation and enterprise to business success | <b>Unit 1 Exploring Business</b><br><b>Learning aim A</b><br>Explore the features of different businesses and analyse what makes them successful<br><b>Learning aim B</b><br>Investigate how businesses are organised<br>Learning aim<br><br><b>Learning aim E</b><br>Investigate the role and contribution of innovation and enterprise to business success |

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|                               | purposes of marketing that underpin the creation of a rationale for a marketing campaign                                                                                                                                                                            | rationale for a marketing campaign<br>c) Planning and developing a marketing campaign                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                          |
| Year 12 BTEC Business Diploma | <p><b>Unit 4: Managing an event</b><br/><b>Learning aim, A</b><br/>Explore the role of an event organiser.</p> <p><b>Unit 14 Investigating customer service</b></p> <p><b>Learning aim A</b><br/>Explore how effective customer service contributes to business</p> | <p><b>Unit 4 : Managing an event</b><br/><b>Learning aim B</b><br/>Investigate the feasibility a proposed event</p> <p><b>Unit 14 Investigating customer service</b></p> <p><b>Learning aim A</b><br/>Explore how effective customer service contributes to business</p> | <p><b>Unit 4 : Managing an event</b><br/><b>Learning aim C</b><br/>develop a detailed plan for a business or social enterprise event.</p> <p><b>Unit 14 Investigating customer service</b></p> <p><b>Learning aim B</b><br/>Investigate the methods used to improve customer service in a business</p> | <p><b>Unit 4 : Managing an event</b><br/><b>Learning aim D</b><br/>Stage and manage a business or social enterprise event.</p> <p><b>Unit 14 Investigating customer service</b></p> <p><b>Learning aim B</b><br/>Investigate the methods used to improve customer service in a business</p> | <p><b>Unit 4 : Managing an event</b><br/><b>Learning aim E</b> Reflect on the running of the event and evaluate own skills development.</p> <p><b>Unit 14 Investigating customer service</b></p> <p><b>Learning aim C</b><br/>Demonstrate customer service in different situation, using appropriate behaviours to meet expectations.</p> | <p><b>Unit 4: Managing an event</b><br/><b>Learning aim E</b> Reflect on the running of the event and evaluate own skills development.</p> <p><b>Unit 14 Investigating customer service</b></p> <p><b>Learning aim C</b><br/>Demonstrate customer service in different situation, using appropriate behaviours to meet expectations.</p> |
| Year 12 AS Economics          | <p><b>3.1.1.1-2</b><br/>Demand and supply<br/>PED, IED CED, composite demand, equilibrium.</p> <p><b>3.2.2-3</b></p>                                                                                                                                                |                                                                                                                                                                                                                                                                          | <p><b>AS 3.1.4- 5</b><br/>Market structures, monopoly power, market failure, positive and negative externalities, merit and demerit goods,</p>                                                                                                                                                         |                                                                                                                                                                                                                                                                                             | Exam preparation                                                                                                                                                                                                                                                                                                                          | AS Exams                                                                                                                                                                                                                                                                                                                                 |

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|                                                   | Macro-economic indicators, GDP Growth, inflation, unemployment, balance of payments, aggregate demand, aggregate supply.                                                                                                                                                                                                                    |                                                                                                                                                                                                       | government intervention, and government failure.<br><b>AS 3.2.4</b><br>Monetary, fiscal and supply side policies.                                                                         |                                                                                                                                                    |                                                                                                                                       |                |
| <b>Year 12 AS Business</b>                        | <b>1.1</b> Meeting customer needs<br><b>2.1</b> Raising finance                                                                                                                                                                                                                                                                             | <b>1.2</b> The market<br><b>2.2</b> Financial planning                                                                                                                                                | <b>1.3</b> Marketing mix and strategy<br><b>2.3</b> Managing finance                                                                                                                      | <b>1.4</b> Managing people<br><b>2.4</b> Resource management                                                                                       | <b>1.5</b> Entrepreneurs and leaders<br><b>2.5</b> External influences                                                                | <b>AS Mock</b> |
| <b>Year 13 BTEC Business Extended Certificate</b> | <b>Unit 3 – Personal and Business Finance</b><br>This is an externally assessed unit and the following learning aims:<br>a) Understand the importance of managing personal finance<br>b) Explore the personal finance sector<br>c) Complete statements of comprehensive income and financial position and evaluate a business's performance | <b>Unit 3 – Personal and Business Finance</b><br><br>d) Understand the purpose of accounting<br>e) Select and evaluate different sources of business finance<br>f) Break-even and cash flow forecasts | <b>Unit 3 – Personal and Business Finance Exam</b><br><br><b>Unit 8 Recruitment &amp; Selection.</b><br>a) Examine how effective recruitment and selection contribute to business success | <b>Unit 8 Recruitment &amp; Selection.</b><br><br>b) Undertake a recruitment activity to demonstrate the process leading to a successful job offer | <b>Unit 8 Recruitment &amp; Selection.</b><br><br>c) Reflect on the recruitment and selection process and your individual performance |                |
| <b>Year 13 A level Economics</b>                  | A2 4.2.                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                       | A2 4.1.6                                                                                                                                                                                  | A2 4.1.2-5                                                                                                                                         | Exam preparation                                                                                                                      | A level Exams  |

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|                                      | <p>Globalisation, trade, the balance of payments, exchange rate systems, economic growth and development</p> <p><b>A2 4.2.3-5</b><br/>Economic Performance indicators.<br/>Growth, Inflation Employment, Monetary Supply Side and Fiscal Policy</p> | <p>Labour Markets, wage determination, demand and supply, the minimum wage, poverty and inequality. Policies.</p> <p><b>A2 4.1.5</b><br/>The theory of the firm, market structures, objectives, perfect competition, monopolistic competition, oligopoly, monopoly, price discrimination, contestable markets, efficiencies, consumer and producer surplus.</p> | <p>Imperfect information, consumer behaviour and behavioural economics</p> <p><b>A2 4.1.8</b> Market failure and government intervention</p> |                                                                                                                  |  |
| <p>Year 13 BTEC Business Diploma</p> | <p><b>Unit 6 Principles of management</b></p> <ul style="list-style-type: none"> <li>a) The definitions and functions of management</li> <li>b) Management and leadership styles and skills</li> <li>c) Managing human resources</li> </ul>         | <p><b>Unit 5 International Business</b></p> <p><b>A:</b> Explore the international context for</p>                                                                                                                                                                                                                                                              | <p><b>Unit 5 International Business</b></p> <p><b>C:</b> Investigate the external factors that influence</p>                                 | <p><b>Unit 5 International Business</b></p> <p><b>E:</b> Examine the strategic and operational approaches to</p> |  |

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|                                        | <p>d) Factors influencing management, motivation and performance of the workforce</p> <p>e) Impact of change</p>     |                                                                                                      | <p>business operations</p> <p><b>B:</b> Investigate the international economic environment in which business operates</p> | <p>international businesses</p> <p><b>D:</b> Investigate the cultural factors that influence international business</p>                                 | <p>developing international trade</p>                               |                             |
| <p><b>Year 13 A level Business</b></p> | <p><b>3.1</b> Business objectives and strategy</p> <p><b>3.2</b> Business Growth</p> <p><b>4.1</b> Globalisation</p> | <p><b>3.3</b> Decision making techniques</p> <p><b>4.2</b> Global markets and business expansion</p> | <p><b>3.4</b> Influences on business decisions</p> <p><b>4.3</b> Global marketing</p>                                     | <p><b>4.4</b> Global industries and companies (MNCs)</p> <p><b>4.5</b> Influences on business decisions</p> <p><b>3.5</b> Assessing competitiveness</p> | <p><b>Paper 3 Pre-release</b></p> <p><b>3.6</b> Managing change</p> | <p><b>A level Exams</b></p> |