



CURRICULUM MAP

Business

KEY STAGE 3



Year 9

TASTER TOPIC

An enterprise project that develops key business skills and understanding of business functions

Year 10

What is a business?

The purpose of business activity, the role of business enterprise and entrepreneurship, and the dynamic nature of business.

KEY STAGE 4

Year 11

Human Resources

The purpose of human resources, its role within business and how it influences business activity.

Operations

What business operations involve, their role within the production of goods and the provision of services, and how they influence business activity.

Influences

The importance of external influences on business and how businesses change in response to these influences.

Marketing

The purpose of marketing, its role within business and how it influences business activity.

KEY STAGE 5

Finance

The purpose of the finance function, its role within business and how it influences business activity

What is business?

Understanding the nature and purpose of business
Understanding different business forms
Understanding that businesses operate within an external environment

Managers, leadership and decision making

Understanding management, leadership and decision making
Understanding management decision making
Understanding the role and importance of stakeholders

Marketing

Setting marketing objectives
Understanding markets and customers
Segmentation, targeting and positioning
Using the marketing mix

Operations

Setting operational objectives
Analysing operational performance
Increasing efficiency and productivity
Improving quality

Finance

Setting financial objectives
Analysing financial performance,
Sources of finance
Making financial decisions
Improving cash flow and profits
Financial calculations

Human Resources

Setting human resource objectives
Analysing human resource performance
Improving organisational design and managing the human resource flow
Improving motivation and engagement
Improving employer-employee relations

Choosing strategic direction

Strategic direction: choosing which markets to compete in and what products to offer
Strategic positioning: choosing how to compete

Strategic methods: how to pursue strategies

Assessing a change in scale, innovation, internationalisation and greater use of digital technology

Analysing the strategic position of a business

Internal and external influences on corporate objectives and decisions
The distinction between strategy and tactics.
The value of SWOT analysis

Managing strategic change

Managing change, organisational culture, strategic implementation, Problems with strategy and why strategies fail

Year 13

Year 12