



From September 2022 onwards

Topic name	Term	Skills developed	Previous learning	Next link in curriculum
1.1 Meeting Customer Needs 1.1 1.2 1.1.1 The Market 1.3 1.1.2 Market Research 1.4 1.1.3 Market Positioning	1	<ul style="list-style-type: none"> • Different types of market – mass, niche and dynamic • Market research methodology • Market positioning Critical thinking Quantitative Analytical Evaluation Decision-making skills Students will apply their knowledge and understanding to real-life business contexts, with updated content to reflect the issues impacting on modern businesses. Students will develop transferable skills that support higher education study and the transition to employment, including numeracy, communication, an understanding of the business environment and commercial awareness.	GCSE Business GCSE Mathematics GCSE English GCSE Geography GCSE History	1.2 The Market
1.2 The Market 1.2.1 Demand 1.2.2 Supply 1.2.3 Markets 1.2.4 Elasticity of demand 1.2.5 Income elasticity of demand	1	<ul style="list-style-type: none"> • Demand and supply • Markets • Price Elasticity of Demand PED • Income Elasticity of Demand YED Critical thinking Quantitative Analytical Evaluation Decision-making skills	1.1 Meeting Customer Needs	1.3 The Marketing Mix and Marketing Strategy
1.3 The Marketing Mix and Marketing Strategy 1.3.1 Product/service design	1-2	<ul style="list-style-type: none"> • Product / service design • Branding and promotion • Pricing strategies • Distribution • Marketing strategy Critical thinking	1.1 Meeting Customer Needs 1.2 The Market	1.4 Managing People



<p>1.3.2 Branding and Promotion 1.3.3 Pricing strategies 1.3.4 Distribution 1.3.5 Marketing strategy</p>		<p>Quantitative Analytical Evaluation Decision-making skills</p> <p>Students will apply their knowledge and understanding to real-life business contexts, with updated content to reflect the issues impacting on modern businesses. Students will develop transferable skills that support higher education study and the transition to employment, including numeracy, communication, an understanding of the business environment and commercial awareness.</p>		
<p>1.4 Managing People 1.4.1 Approaches to staffing 1.4.2 Recruitment and selection 1.4.3 Organisational design 1.4.4 Motivation and theory in practice 1.4.5 Leadership</p>	2	<ul style="list-style-type: none"> ● Approaches to staffing ● Recruitment, selection and training ● Organisation design ● Motivation in theory and practice ● Leadership <p>Critical thinking Quantitative Analytical Evaluation Decision-making skills</p> <p>Students will apply their knowledge and understanding to real-life business contexts, with updated content to reflect the issues impacting on modern businesses. Students will develop transferable skills that support higher education study and the transition to employment, including numeracy, communication, an understanding of the business environment and commercial awareness.</p>	<p>1.1 Meeting Customer Needs 1.2 The Market 1.3 The Marketing Mix and Marketing Strategy</p>	1.5 Entrepreneurs and Leaders
<p>1.5 Entrepreneurs and Leaders 1.5.1 Role of an Entrepreneur</p>	2	<ul style="list-style-type: none"> ● The role of an entrepreneur ● Entrepreneurial skills ● Moving from entrepreneur to leader ● Business objectives ● Forms of business ● Business choices 	<p>1.1 Meeting Customer Needs 1.2 The Market 1.3 The Marketing Mix and Marketing Strategy 1.4 Managing People</p>	<ul style="list-style-type: none"> ● 2.1 Raising finance



<p>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>Critical thinking Quantitative Analytical Evaluation Decision-making skills Students will apply their knowledge and understanding to real-life business contexts, with updated content to reflect the issues impacting on modern businesses. Students will develop transferable skills that support higher education study and the transition to employment, including numeracy, communication, an understanding of the business environment and commercial awareness.</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>	2	<ul style="list-style-type: none"> ● Internal and external finance ● Liability ● Planning and cash flow <p>Critical thinking Quantitative Analytical Evaluation Decision-making skills</p> <p>Students will apply their knowledge and understanding to real-life business contexts, with updated content to reflect the issues impacting on modern businesses. Students will develop transferable skills that support higher education study and the transition to employment, including numeracy, communication, an understanding of the business environment and commercial awareness.</p>	GCSE Business GCSE Mathematics GCSE English GCSE Geography	2.2 Financial planning
<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>	3	<ul style="list-style-type: none"> ● Sales forecasting ● Sales, revenue, costs and profit ● Break-even ● budgets <p>Critical thinking Quantitative Analytical</p>	2.1 Raising Finance	2.3 Managing Finance



		<p>Evaluation Decision-making skills</p> <p>Students will apply their knowledge and understanding to real-life business contexts, with updated content to reflect the issues impacting on modern businesses. Students will develop transferable skills that support higher education study and the transition to employment, including numeracy, communication, an understanding of the business environment and commercial awareness.</p>		
<p>2.3 Managing Finance</p> <p>2.3.1 Profit 2.3.2 Liquidity 2.3.3 Business failure</p>	3	<ul style="list-style-type: none"> ● Profit ● Liquidity ● Business failure <p>Critical thinking Quantitative Analytical Evaluation Decision-making skills</p>	<p>2.1 Raising Finance 2.2 financial Planning</p>	<p>2.4 Resource Management</p>
<p>2.4 Resource Management</p> <p>2.4.1 Production, productivity and efficiency 2.4.2 Capacity utilisation 2.4.3 Stock control 2.4.4 Quality management 2.5.3 The competitive environment</p>	3	<ul style="list-style-type: none"> ● Production, productivity, efficiency ● Capacity utilisation ● Stock control ● Quality management <p>Critical thinking Quantitative Analytical Evaluation Decision-making skills</p> <p>Students will apply their knowledge and understanding to real-life business contexts, with updated content to reflect the issues impacting on modern businesses. Students will develop transferable skills that support higher education study and the transition to employment, including numeracy, communication, an understanding of the business environment and commercial awareness.</p>	<p>2.1 Raising Finance 1.2 financial Planning 2.3 Managing Finance</p>	<p>2.5 Economic Influences</p>



<p>2.5 Economic Influences</p> <p>2.5.1 Economic influences</p> <p>2.5.2 Legislation</p> <p>2.5.3 The competitive environment</p>	<p>3</p>	<ul style="list-style-type: none">• Economic influences• Legislation <p>Critical thinking Quantitative Analytical Evaluation Decision-making skills</p> <p>Students will apply their knowledge and understanding to real-life business contexts, with updated content to reflect the issues impacting on modern businesses. Students will develop transferable skills that support higher education study and the transition to employment, including numeracy, communication, an understanding of the business environment and commercial awareness.</p>	<p>2.1 Raising Finance</p> <p>2.2 financial Planning</p> <p>2.3 Managing Finance</p> <p>1.4 Resource Management</p>	<p>Theme 3 Year 13</p> <p>Introduction to Theme 3 and Theme 4</p> <p>3.1 Business Objectives and Strategy</p>
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