



From September 2024 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	Aut1 EM	<ul style="list-style-type: none"> <li>• Different types of market – mass, niche and dynamic</li> <li>• Market research methodology</li> <li>• Market positioning</li> </ul> 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	Aut2 EM	<ul style="list-style-type: none"> <li>• Demand and supply</li> <li>• Markets</li> <li>• Price Elasticity of Demand PED</li> <li>• Income Elasticity of Demand YED</li> </ul>	1.1 Meeting Customer Needs	1.3 The Marketing Mix and Marketing Strategy



<p>1.2.4 Elasticity of demand 1.2.5 Income elasticity of demand</p>		<p>Critical thinking Quantitative Analytical Evaluation Decision-making skills</p>		
<p>1.3 The Marketing Mix and Marketing 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>Spr1 EM</p>	<ul style="list-style-type: none"> <li>● Product / service design</li> <li>● Branding and promotion</li> <li>● Pricing strategies</li> <li>● Distribution</li> <li>● Marketing strategy</li> </ul> <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</p>	<p>1.4 Managing People</p>



<p>1.4 Managing People</p> <p>1.4.1 Approaches to staffing</p> <p>1.4.2 Recruitment and selection</p> <p>1.4.3 Organisational design</p> <p>1.4.4 Motivation and theory in practice</p> <p>1.4.5 Leadership</p>	<p>Spr2 EM</p>	<ul style="list-style-type: none"> <li>● Approaches to staffing</li> <li>● Recruitment, selection and training</li> <li>● Organisation design</li> <li>● Motivation in theory and practice</li> <li>● Leadership</li> </ul> <p>Critical thinking</p> <p>Quantitative</p> <p>Analytical</p> <p>Evaluation</p> <p>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</p> <p>1.2 The Market</p> <p>1.3 The Marketing Mix and Marketing Strategy</p>	<p>1.5 Entrepreneurs and Leaders</p>
<p>1.5 Entrepreneurs and Leaders</p> <p>1.5.1 Role of an Entrepreneur</p>	<p>Sum1 EM</p>	<ul style="list-style-type: none"> <li>● The role of an entrepreneur</li> <li>● Entrepreneurial skills</li> <li>● Moving from entrepreneur to leader</li> <li>● Business objectives</li> <li>● Forms of business</li> </ul>	<p>1.1 Meeting Customer Needs</p> <p>1.2 The Market</p> <p>1.3 The Marketing Mix and Marketing Strategy</p>	<ul style="list-style-type: none"> <li>● 2.1 Raising finance</li> </ul>



<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>		<ul style="list-style-type: none"> <li>● Business choices</li> </ul> <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>1.4 Managing People</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>Aut1 RP</p>	<ul style="list-style-type: none"> <li>● Internal and external finance</li> <li>● Liability</li> <li>● Planning and cash flow</li> </ul> <p>Critical thinking Quantitative Analytical Evaluation Decision-making skills</p>	<p>GCSE Business GCSE Mathematics GCSE English GCSE Geography</p>	<p>2.2 Financial planning</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>2.2 financial Planning</p> <p>2.2.1 Sales forecasting</p> <p>2.2.2 Sales, revenue and costs</p> <p>2.2.3 Break-even</p> <p>2.2.4 Budgets</p>	<p>Aut2 RP</p>	<ul style="list-style-type: none"><li>• Sales forecasting</li><li>• Sales, revenue, costs and profit</li><li>• Break-even</li><li>• budgets</li></ul> <p>Critical thinking</p> <p>Quantitative</p> <p>Analytical</p> <p>Evaluation</p> <p>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>2.3 Managing Finance</p>



<p>2.3 Managing Finance</p> <p>2.3.1 Profit 2.3.2 Liquidity 2.3.3 Business failure</p>	<p>Spr1 RP</p>	<ul style="list-style-type: none"> <li>● Profit</li> <li>● Liquidity</li> <li>● Business failure</li> </ul> <p>Critical thinking</p> <p>Quantitative</p> <p>Analytical</p> <p>Evaluation</p> <p>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>	<p>Spr2 RP</p>	<ul style="list-style-type: none"> <li>● Production, productivity, efficiency</li> <li>● Capacity utilisation</li> <li>● Stock control</li> <li>● Quality management</li> </ul> <p>Critical thinking</p> <p>Quantitative</p> <p>Analytical</p> <p>Evaluation</p> <p>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</p>	<p>2.1 Raising Finance 1.2 financial Planning 2.3 Managing Finance</p>	<p>2.5 Economic Influences</p>



		education study and the transition to employment, including numeracy, communication, an understanding of the business environment and commercial awareness.		
<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>Sum1 RP</p>	<ul style="list-style-type: none"> <li>• Economic influences</li> <li>• Legislation</li> </ul> <p>Critical thinking</p> <p>Quantitative</p> <p>Analytical</p> <p>Evaluation</p> <p>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><b>Introduction to Theme 3 and Theme 4</b></p> <p>3.1 Business Objectives and Strategy</p>
<p>Revision &amp; EoY exams</p>	<p>Sum2 EM &amp; RP</p>	<ul style="list-style-type: none"> <li>• EoY assessment focus on theme 1 &amp; 2- revision to be tailored appropriately by each staff member</li> <li>• Possible start on theme 3 and 4 if time allows (not assessed in EoY)</li> </ul>	<p>All Y12 content</p>	<p>Y13 content (3&amp;4)</p>