


**Business Department - Year 12**

 <b>Shirley High Curriculum Map</b>	<i>To provide the students with an insight to how businesses operate within the real world and understand the integration of every functional area within a business. In addition, to nurture students to have a lifelong interest in the development of businesses locally, nationally and internationally.</i>					
	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
	Theme/Topic/Skill:	Theme/Topic/Skill:	Theme/Topic/Skill:	Theme/Topic/Skill:	Theme/Topic/Skill:	Theme/Topic/Skill:
	T1 Marketing & People T2 Managing Business Activities	T1 Marketing & People T2 Managing Business Activities	T1 Marketing & People T2 Managing Business Activities	T1 Marketing & People T2 Managing Business Activities	T1 Marketing & People T2 Managing Business Activities	T1 Marketing & People T2 Managing Business Activities
<b>Why Now?</b>	Introduces the conception & planning of businesses, how they are financed & what they aim to achieve; firm grounding to build on, of what constitutes business	Students can now begin to understand the variety of demands placed on businesses & the huge influence & pressures (as well as opportunities) the external environment places	Once students understand the foundation of financing & conception they can then analyse how the business must satisfy their customers; the strategy to do so & the importance of doing so	In today's world businesses boundaries are limitless, the next step is for students to now explore how the marketing strategy, the changes this may entail and why	With expansion it is then possible to analyse the financial & HR planning which must coincide to increase competitiveness & imperatively ensure sales targets are achieved through your staff	To continue business success, students must now understand the importance of changing from an entrepreneur to a leader & motivating employees to continue to meet financial targets
<b>Fundamental Concepts</b>	1.1 Meeting customer needs 1.2 Marketing mix and strategy 1.2 The market 2.1 Raising finance	1.2 The market 1.3 Marketing mix and strategy 2.2 Financial planning 2.1 Managing finance	1.3 Marketing mix and strategy 2.3 Managing finance 2.4 Resource Management	1.1 Managing people 2.1 Resource Management 2.2 External influences	1.4 Managing people 1.5 Entrepreneurs and leaders 2.3 External influences	1.5 Entrepreneurs and leaders
<b>Students will...</b>	Learn about: ● 1.1.1 The market ● 1.1.2 Market research ● 1.1.3 Market positioning ● 1.2.1 Demand ● 1.2.2 Supply ● 1.2.3 Markets ● 2.1.1 Internal finance ● 2.1.2 External finance ● 2.1.3 Liability ● 2.1.4 Planning	Learn about: ● 1.2.4 Price elasticity of demand ● 1.2.5 Income elasticity of demand ● 1.3.1 Product/service Design ● 2.2.1 Sales forecasting ● 2.2.2 Sales, revenue and costs ● 2.2.3 Break-even ● 2.2.4 Budgets ● 2.3.1 Profit ● 2.3.2 Liquidity	Learn about: ● 1.1.2 Market research ● 1.1.3 Market positioning ● 1.3.1 Product/service Design ● 1.3.2 Branding and Promotion ● 1.3.3 Pricing strategies ● 2.3.2 Liquidity ● 2.3.3 Business failure ● 2.4.1 Production, productivity and efficiency ● 2.4.2 Capacity utilisation	● Learn about: ● 1.3.4 Distribution ● 1.3.5 Marketing strategy ● 1.4.1 Approaches to Staffing ● 1.4.2 Recruitment, selection & training ● 1.4.3 Organisational Design ● 2.4.3 Stock control ● 2.4.4 Quality management ● 2.5.1 Economic influences ● 2.5.2 Legislation	Learn about: ● 1.4.3 Organisational Design ● 1.4.4 Motivation in theory & practice ● 1.4.5 Leadership ● 2.5.2 Legislation	Learn about: ● 1.5.3 Business objectives ● 1.5.4 Forms of business ● 1.5.5 Business decisions ● 1.5.6 Moving from entrepreneur to leader
<b>Language for Life</b> (Key terms/Vocabulary)	All those above, on the subject glossary					
<b>Extended writing Opportunities</b>	For every learning concept, theory, model there is an exam question L3 analysis & L4 evaluation					
<b>Maths Across the Curriculum</b>	Profit: addition, multiplication, percentages Cash flow: Variances: addition, subtraction Finance: Interest: calculating percentages & percentage changes	Shares/prices: Percentage changes, data interpretation & manipulation PED: Calculation of revenue & price, Percentage changes, data interpretation & manipulation	SWOT; include data like GPM & NPM interpretation & manipulation YED: Calculation of revenue & price, Percentage changes, data interpretation & manipulation Market research: extrapolation of data & interpretation	Pricing Strategies: percentages, simple calculations Sales forecasting: data interpretation & manipulation Times Series Analysis: Moving averages	Profit: addition, multiplication, percentages Break-Even: percentage changes, addition, multiplication HR: addition, multiplication, percentage for workforce calculations	Profit: addition, multiplication, percentages Financial Incentives: percentages, multiplication, addition Budgets: addition, multiplication, percentages
<b>Links to careers/aspirations</b>	Entrepreneur, Banking, Marketing Coordinator	Stock Broker, HR, Acquisitions	Market Analysis, Research Analyst, Marketing Officer	Branding, Advertising, Accounting, Marketing	HR, Recruitment, Accounting, Finance	Entrepreneurship, Leadership, Accounting,
<b>Cultural Capital</b>	Raising finance: requirements & types, skills needed to be an entrepreneur, understanding the impact of ethics & the part they play as consumers with the choices available to them. Research a diverse range of entrepreneurs to reinforce opportunities for all  Book: Sales forecasting: Process and methodology in practice TV/Film: Place: Supermarkets	Consideration for needs of shareholders & diverse range of stakeholders – how they conflict, how large global businesses become so established, the balance of supply & demand and how it is reflected in product availability as a consumer  Book: The rise and fall of seasonal foods TV/Film: Countryfile Place: Ice cream factory	Analysis of the market & how different products/services are aimed at different segments to meet differing needs and how they are altered to increase their usability (segmentation). Focus on how different cultures translate to different needs  Book: The ten commandments for business failure TV/Film: Programmes on the effect of Covid 19 Place: John Lewis Ptnr	The importance of branding & the representation of the values they pose, the consideration of pricing strategies & processes behind this, the importance of financial data and the direct & indirect impact it has. Focus on different brand values for diverse range of consumers  Book: Book of Branding TV/Film: Inside the factory Place: Amazon warehouse	Recognition of the various recruitment processes in a variety of industries to enable learners to view them from another perspective & improve their individual processes. How businesses must follow the Equality Act & ensure diversity in their recruitment processes  Book: The thoughtful leader: How to use your head and your heart to inspire others. TV/Film: The Apprentice Place	Understand the variety of motivating factors (& how they will differ between diverse groups) & assess their own or those they would choose to employ in industry & why. Use of budgeting in scenarios & on a weekly/monthly basis  Book: Beginners guide to starting your own business TV/Film: Inside McDonalds Franchise Place: Small local businesses
<b>Practical Application of Skills</b>	Using real life businesses as situational context, applying theory which allows students to delve into the decisions they make (or not) and the concurrent analysis that has real life implications in the ever changing world we live in, for businesses and all of their stakeholders. Students will then evaluate the theory in relation to numerous examples and the impacts that have been created for all topics to give them a well-rounded understanding of a variety of industries to understand the impact of business strategy across the globe.					