

Business Studies Curriculum Road Map 2024-2025 Key stage 5

Year
12

T1: Theme 1 Marketing

- Markets and marketing
- Marketing positioning
- Demand and supply
- Markets
- Pricing elastic of demand
- Income elasticity
- Branding and promotion
- Pricing strategies
- Distribution
- Marketing Strategies

T2: Theme 1 People

- Approach to staffing
- Recruitment and selection
- Organisation design
- Motivation in theory and practice
- Leadership
- Role of an entrepreneur, motives and characteristics
- Business objectives and choices
- Moving from entrepreneur to leader

T3: Theme 2 Managing

- Internal and external finance
- Liability
- Planning
- Sales forecasting
- Sales, revenue, and costs
- Break-even
- Budgets
- Profit and liquidity

T6: Theme 1 and 2 re-cap

- Revision knowledge re-cap depending on formative assessment needs of each group, this will be identified by each subject teacher through diagnostic teaching.

T5: Theme 3 Business decisions and strategy

- Corporate objectives and theories of corporate strategy
- Internal and external influences
- Growth, mergers, takeovers and organic growth
- Reasons for staying small
- PESTLE
- Profit, break-even

T4: Theme 2 Managing

- Business failure
- Production, productivity and efficiency
- Capacity initialization
- Stock control
- Quality management
- Economic influences
- Legislation
- Competitive environment

Big Ideas:

- Gross and net profit, margins, breakeven, %, cashflow, costs.
- Liquidity
- Economic influences
- PESTLE

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Year
13

Teacher 1:Theme 3 Business decisions and strategy

- Quantitative sales forecasting
- Investment appraisal
- Decision trees and critical path analysis
- Corporate influences
- Corporate culture
- Share holder versus stakeholders
- Ethics
- Sales, revenue, and costs
- Break-even
- Profit and liquidity
- Economic influences
- PESTLE

Teacher 2:Theme 4 Global Business

- Growing economies
- Internal trade and business growth
- Factors contributing to increased globalisation
- Protectionism and Trading Blocs
- Conditions the prompt trade
- PESTLE

Teacher 1:Theme 3 Business decisions and strategy

- Corporate objectives and theories of corporate strategy
- Internal and external influences
- Growth, mergers, takeovers and organic growth
- Reasons for staying small
- Sales, revenue, and costs
- Break-even
- Profit and liquidity
- Economic influences
- PESTLE

Teacher 2: Theme 4 Global Business

- Assessment of a country as a market and production location
- Reasons for global mergers and joint ventures
- Global competitiveness
- Marketing and niche markets
- Culture/Social factors
- PESTLE

Teacher 1:Theme 3 Business decisions and strategy

Business decisions and strategy

- Financial statements and ratios
- Human resources
- Cause and effects and key factors of change
- Scenario planning

- Sales, revenue, and costs
- Break-even
- Profit and liquidity
- Economic influences
- PESTLE

Teacher 2: Theme 4 Global Business

- The impact and ethics of MNCs
- Controlling MNC's
- Preparation for the unit 4 pre-release
- PESTLE

Big Ideas:

- Gross and net profit, margins, breakeven,%, cashflow, costs.
- Liquidity
- Economic influences
- PESTLE

Term 4 and 5 : Revision knowledge re-cap depending on formative assessment needs of each group, this will be identified by each subject teacher through diagnostic teaching.