



Year 12 Business	Curriculum Intent: Students will develop an understanding of business concepts whilst viewing these from a local, national, and international perspective using the appropriate knowledge and skills and ‘business’ language needed to identify and analyse business problems and opportunities. We want every student to achieve the best possible qualifications that they can, but we believe that the curriculum goes beyond that which is purely examinable. Students will also develop a range of life skills including enhancing team working, problem solving, independent learning and communication skills whilst instilling confidence to make themselves stand out in a competitive working environment. Students will take a proactive part in their studies by maintaining a good understanding of current affairs and applying this to their studies on the impact of the internal/external environment on business. Business is a living and breathing subject and therefore we will engage with businesses and speakers so that we remain pro-active in the subject area.			
Theme 1 – Marketing and People	Term 1:	Term 2:	Term 3	
Skills/ Assessment Objectives	<p>Calculate</p> <ul style="list-style-type: none"> • An identification of the formula needed. • The data you need for the calculation from the question • A calculation <p>Explain <i>Have you included.</i></p> <ul style="list-style-type: none"> • A definition? • Two examples contextualised to the case study? • A development explaining the reason/cause/consequence 	<p>Assess <i>Have you included:</i></p> <ul style="list-style-type: none"> • A definition of a key term? • An example from the case study? • At least two chains of reasoning explaining reason/cause/consequence? • Examples from the case study to add weight to your reasoning? • Arguments to help make judgements about the strength of your reasoning (again, using examples from the case study)? • A conclusion 	<p>Evaluate <i>Have you included:</i></p> <ul style="list-style-type: none"> • Definitions of a key terms? • Context from the case study (the market the business operates in, its objectives or product)? • At least two chains of reasoning explaining a range reason/cause/consequence with examples from the case study? • Arguments to help make judgements about the strength of your reasoning (again, using examples from the case study)? An examination of the validity of your arguments? • Quantitative/Qualitative data in order to show the significance of your answer? • A conclusion which includes a proposed solution or recommendation? 	

Topic Titles (in order of delivery)	1.5.1 Role of an entrepreneur 1.5.2 Entrepreneurial motives and characteristics 1.5.3 Business objectives 1.5.4 Forms of business 1.5.5 Business choices 1.1.1 The market 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 1.3.4 Distribution 1.3.5 Marketing Strategy 1.4.1 Approaches to Staffing 1.4.2 Recruitment, selection, and training	1.4.3 Organisational Design 1.4.4 Motivation 1.4.5 Leadership 1.2.1 Demand 1.2.2 Supply 1.2.3 Markets 1.2.4 Price elasticity of demand (PED) 1.2.5 Income elasticity of demand (YED)
Understanding / Sequence of delivery	<ul style="list-style-type: none"> • What entrepreneurs do • Problems and barriers they face • Characteristics and skills • Motivations for becoming an entrepreneur • Introduction – what is a business and why start one? • Outline and examples of objectives • Legal organisation and features • The factors that lead to these forms • Opportunity costs, choices and trade offs • Mass markets/ niche markets/Dynamic markets • Product and market orientation • Methods of market research • Uses and limitations of these methods • Market segmentation from market research results • How businesses use market research information 	<ul style="list-style-type: none"> • Design mix and how this might change • Types of branding • Building a brand and changes in branding • Generic versus branded products • Types of promotion • Different strategies • Changes in, and factors determining these strategies methods • Changes in channels used • The product life cycle and extension strategies/ Boston Matrix • Consumer behaviour • Individual and collective methods and approaches methods • Individual and collective methods and approaches • Costs and benefits - Key features and terminology 	<ul style="list-style-type: none"> • Strengths and weaknesses of different models • Importance of motivation/ Motivation theories • Financial and non-financial incentives • Management and leadership types/methods • Links between leadership and motivation • Introduction to the demand curve • Discuss movement along and of the demand curve, and factors influencing this • Introduction to the supply curve • Discuss movement along and of the supply curve, and factors influencing this • Combine work in demand and supply to illustrate price determination in a market • Calculation of PED/ Interpretation of PED and its importance to businesses • Calculation of YED

			Comparison contrast to PED/Interpretation of YED and its importance to businesses
Assessment	<p>Assessment Objective (AO) 1 Demonstrate knowledge of terms, concepts, theories, methods and models to show an understanding of how individuals and organisations are affected by and respond to business issues</p> <p>Assessment Objective (AO) 2 Apply knowledge and understanding to various business contexts to show how individuals and organisations are affected by and respond to issues</p> <p>Assessment Objective (AO) 3 Analyse issues within business, showing an understanding of the impact on individuals and organisations of external and internal influences</p> <p>Assessment Objective (AO) 4 Evaluate qualitative and quantitative evidence to make informed judgements and propose evidence-based solutions to business issues</p> <ul style="list-style-type: none"> • Students to be able to answer 4-mark questions (calculations) • Students to be able to answer 10-mark questions • Student to be able to answer 12-mark questions • Students to be able to answer 20-mark questions 		

<p>Year 12 Business</p> <p>Theme 4 – Global business</p>	<p>Curriculum Intent: Students will develop an understanding of business concepts whilst viewing these from a local, national, and international perspective using the appropriate knowledge and skills and ‘business’ language needed to identify and analyse business problems and opportunities. We want every student to achieve the best possible qualifications that they can, but we believe that the curriculum goes beyond that which is purely examinable. Students will also develop a range of life skills including enhancing team working, problem solving, independent learning and communication skills whilst instilling confidence to make themselves stand out in a competitive working environment. Students will take a proactive part in their studies by maintaining a good understanding of current affairs and applying this to their studies on the impact of the internal/external environment on business. Business is a living and breathing subject and therefore we will engage with businesses and speakers so that we remain pro-active in the subject area.</p>			
<p>Unit title:</p> <p>Theme 1 – Marketing and People</p> <p>Theme 4 – Global Business</p>	<p>Theme 4 - Global Business</p> <p>4.1 – Globalisation</p> <p>4.2 – Global Markets and Business Expansion</p>	<p>Theme 4 – Global Business</p> <p>4.2 – Global Markets and Business Expansion</p> <p>4.3 – Global Marketing</p>	<p>Theme 4 – Global Business</p> <p>4.4 – Global Industries and Companies</p>	
<p>Topic Titles (in order of delivery)</p>	<p>4.1 – Globalisation</p> <p>4.2 – Global Markets and Business Expansion</p>	<p>4.2 – Global Markets and Business Expansion</p> <p>4.3 – Global Marketing</p>	<p>4.4 – Global Industries and Companies</p>	
<p>Skills/ Assessment Objectives</p>	<p>Calculate</p> <ul style="list-style-type: none"> An identification of the formula needed. 	<p>Assess</p> <p><i>Have you included:</i></p> <ul style="list-style-type: none"> A definition of a key term? 	<p>Evaluate</p> <p><i>Have you included:</i></p> <ul style="list-style-type: none"> Definitions of a key terms? 	

	<ul style="list-style-type: none"> The data you need for the calculation from the question A calculation <p>Explain <i>Have you included.</i></p> <ul style="list-style-type: none"> A definition? Two examples contextualised to the case study? A development explaining the reason/cause/consequence 	<ul style="list-style-type: none"> An example from the case study? At least two chains of reasoning explaining reason/cause/consequence? Examples from the case study to add weight to your reasoning? Arguments to help make judgements about the strength of your reasoning (again, using examples from the case study)? A conclusion 	<ul style="list-style-type: none"> Context from the case study (the market the business operates in, its objectives or product)? At least two chains of reasoning explaining a range reason/cause/consequence with examples from the case study? Arguments to help make judgements about the strength of your reasoning (again, using examples from the case study)? An examination of the validity of your arguments? Quantitative/Qualitative data in order to show the significance of your answer? A conclusion which includes a proposed solution or recommendation?
<p>Key knowledge / Retrieval topics</p>	<p>4.1.0 Globalisation the introduction basics 4.1.1 Growing Economies 4.1.2 International Trade and Business Growth 4.1.3 Factors contributing to increased globalisation 4.2.1 Conditions that prompt trade 4.2.2 Assessment of a country as a market 4.1.4 Protectionism 4.1.5 Trading Blocs</p>	<p>4.2.3 Assessment of a country as a production location 4.3.3 Cultural and social issues 4.2.5 Global competitiveness 4.2.4 Reasons for global mergers or joint ventures 4.3.1 Marketing 4.3.4 Niche markets</p>	<p>4.4.2 Ethics 4.4.1 The impact of MNCs 4.4.3 Controlling MNCs</p>
<p>Understanding / Sequence of delivery</p>	<ul style="list-style-type: none"> Measurements of different economies and economic performance/ business opportunities Growth rate of the UK economy compared to emerging economies. 	<ul style="list-style-type: none"> What a business will need to consider when identifying a country as a market (Disposable income, ease of doing business, exchange rates, infrastructure, political stability. What a business will need to consider when identifying a country as a production location: 	<ul style="list-style-type: none"> Why Stakeholder conflict over, Pay and working conditions, Environmental considerations, emissions, waste disposal and supply chain considerations

	<ul style="list-style-type: none"> • Understanding of exports & Imports • External factors (link to PESTLE) • Business growth via trade • The link between business specialisation and competitive advantage • Threats posed to economies and businesses and reactions to these as a reaction to protectionism between countries • The benefits and advantages of trade liberalisation & protectionism (Tariffs, quotas, and subsidies. • The impact trade blocs play in international trade and business. 	<p>Costs of production, skills and availability of labour force, infrastructure, location in trade bloc, government incentives, ease of doing business, political stability, natural resources, likely return on investment.</p> <ul style="list-style-type: none"> • Why businesses set up mergers or joint ventures and the impact this has on global strategy. • How to meet the needs of customers globally. • How exchange rates, costs, differentiation, and skills can contribute to global competitiveness. • What the different global marketing strategies are and how a business can adapt the 4ps and Ansoff's matrix to global markets 	<ul style="list-style-type: none"> • What businesses need to consider when looking at its supply chain and its approach to marketing. • What impact do MNC's have on the local community, local businesses, the environment, and national economy
Assessment	<ul style="list-style-type: none"> • Students to be able to answer 4-mark questions (essay & calculations) • Students to be able to answer 10-mark questions (Case study) • Student to be able to answer 12-mark questions 	<ul style="list-style-type: none"> • Students to be able to answer 4-mark questions (essay & calculations) • Students to be able to answer 10-mark questions • Student to be able to answer 12-mark questions • Students to be able to answer 20-mark questions 	<ul style="list-style-type: none"> • Students to be able to answer 4-mark questions (essay & calculations) • Students to be able to answer 10-mark questions • Student to be able to answer 12-mark questions • Students to be able to answer 20-mark questions