

The Business and Computing department at Wexham School
Business Curriculum Map

Term	Year 10	Year 11	Year 12	Year 13
Autumn 1	<p><u>Theme 1 - investigating small business Enterprise and Entrepreneurship</u> The dynamic nature of business – why and how new business ideas come about The impact of Risk and reward on business activity The role of business enterprise The role of entrepreneurship Identifying and understanding customer needs Market research</p>	<p><u>Theme 2 - building a business Business Growth and external influences on business</u> Methods of growth and their impact Changes in aims and objectives as businesses grow Recap from Year 10 – sources Business and globalization Ethics and business Environment and business</p>	<p>Theme 1 – Marketing and People</p> <ul style="list-style-type: none"> • Entrepreneurs and Leaders <p>Theme 2 – Managing Business activities</p> <ul style="list-style-type: none"> • Raising finance 	<p>Theme 3 – Business decisions and strategy</p> <ul style="list-style-type: none"> • Decision making techniques <p>Theme 4 – Global Business</p> <ul style="list-style-type: none"> • Globalisation <p>Students will also complete a research task activity that is set by the Exam board and forms part of A Level Paper 3 examination.</p>
Autumn 2	<p><u>Making marketing decisions</u> How businesses use market segmentation to target customers Market mapping to identify gaps in the market The competitive environment The marketing Mix and the importance of each element (Price, Product, Promotion, Place) The impact of competition, changing customer needs and technology in marketing mix decision</p>	<p><u>Making operational decisions</u> Purpose of business operations Methods of production Technology in production Managing stock The role of procurement Managing quality and its importance The sales process and its link to customer services</p>	<p>Theme 1 - The market</p> <p>Theme 2 - Financial Planning</p>	<p>Theme 3 - Business objectives and strategy</p> <p>Theme 4 - Globalisation continued and Global markets and business expansion</p>
Spring 1	<p><u>Putting a business idea into practice</u> Business aims and objectives Business revenues, costs and profit Break Even analysis Calculating interest Introduction to cash and cash flow</p>	<p><u>Making human resource decisions</u> Different organisational structures Importance of effective communication Different ways of working Effective recruitment – Different job roles and the recruitment process Effective training and development – How and Why Employee Motivation and why it is important</p>	<p>Theme 1 - Meeting Customer Needs, Marketing mix and strategy</p> <p>Theme 2 - Managing finance</p>	<p>Theme 3 - Business growth and influences on decision making</p> <p>Theme 4 - Global Marketing, Global Industries and Multinational Corporations</p>

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<p>Spring 2</p>	<p><u>Putting a business idea into practice continued</u> Calculation and interpretation of Cash flow forecasts Importance of cash Sources of business finance for start up and for growth <u>Business calculations</u> Measuring and Understanding business performance Business calculations for Gross/Net profit and margins Business calculations – percentages and averages</p>	<p><u>Making human resource decisions continued</u> Effective recruitment – Different job roles and the recruitment process Effective training and development – How and Why Employee Motivation and why it is important</p>	<p>Theme 1 - Marketing mix and strategy Theme 2 - Resource Management</p>	<p>Theme 3 - Assessing competitiveness and managing change Students also begin work on the Research Task Released by the examination board each year. Application and consolidation of all learning (Themes 1-4) that links to the research task</p>
<p>Summer 1</p>	<p><u>Making the business effective</u> The options for business ownership structures The concept of limited and unlimited liability Franchising Factors influencing business location The role and importance of a business plan</p>	<p>Recall of knowledge taught in both years (all topics)</p>	<p>Theme 1 - Managing People Theme 2 - External influences on business</p>	<p>Consolidate all learning and exam practice for all of Theme 3 and 4 Synoptic practice for paper 3 Exam practice – can now practice whole A level exam papers 1, 2 and 3</p>
<p>Summer 2</p>	<p><u>External influences on business</u> Stakeholders Technology and business Legislation and business The economy and business External influences on business</p>		<p>Consolidation of All topics taught so far in both Theme 1 and 2 Practice whole examination papers on Theme 1 and Theme 2</p>	