The Business Studies Department at Wexham School
Business Studies Curriculum Map

Term	Year 10	Year 11	Year 12	Year 13
Autumn 1	**What is enterprise and entrepreneurship?** 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 customer needs - market research	**How do businesses grow and what are the impacts of globalisation?** Methods of business growth and their impact Changes in aims and objectives as business grow Business and globalization Ethics and business Environment and business	**Theme 1: What is the role of an entrepreneur in creating, setting up, running and expanding the business?** **Theme 2: How do businesses raise finance for start-up or growth?** 1: Roles of an entrepreneur Skills and characteristics and financial and non-financial motives of Entrepreneur Business Objectives Type of business ownership Business Choices 2: Sources of internal and external finance Liability and implication on businesses Relevance of business plans in obtaining finance Interpretations, calculations and usefulness of cash flow forecasting	**Theme 3: What are the quantitative decision making techniques used by businesses?** **Theme 4: What are the key features of BRIC and MINT economies? Why do countries agree to form trading blocs?** **3: Critical path analysis** Investment appraisal Decision trees Quantitative sales forecasting Consideration of qualitative factors in decision making 4: Growing economies - comparing UK growth to BRICS economies and implications on individuals and businesses International trade and business growth - import, export, specialisations & FDI factors Protectionist policies including trade bloc expansion: EU, ASEAN, NAFTA

Autumn 2	**How do businesses make marketing decisions?** How businesses use market segmentation to target customers Market mapping to identify gaps in the market The marketing mix and importance of each element The impact of competition, changing customer needs and technology in marketing mix decisions	**What are the operational decisions that businesses have to make?** Purpose of business operations Production and efficiency Method and technology in production Managing stock The role of procurement Managing quality and its performance The sales process and its link to customer services	**Theme 1: What is the importance of market research in meeting customer needs and assisting a business in terms of its marketing positioning, differentiation and competitiveness in a dynamic mass or niche market?** **Theme 2: What are the methods of financial forecasting used for financial planning and decision making?** 1: Types of market Calculating market size, share and growth How competition affects the market risk and uncertainty in market product and market orientation approach Market segmentation Market mapping and positioning Adding value / product differentiation 2: Sales forecasts Sales, revenue, costs and profit Margin of safety Budgets and variance analysis	**Theme 3: What is the importance of corporate objectives and strategies? What factors influence business choice of strategies?** **Theme 4: What attracts businesses to trade globally? Are global marketing strategies different?** 3: Mission statements Corporate objectives Theories of corporate strategy - Ansoff, Porter SWOT analysis Impact of external influences (PESTLE) The competitive environment Porter's 5 forces 4: Conditions that prompt trade: push and pull factors, outsourcing, offshoring Assessment of a country as a market production location Reasons for global mergers, M.MIX+

Spring 1	**How are finance calculations and statements used in practice?** The competitive environment Business aims and objectives Business revenues, costs and profit Break even analysis Margin of safety Calculating interest Introduction to cash flow and forecasts	**What constitutes effective human resource management?** 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	**Theme 1: How does the interaction of demand and supply affect market equilibrium prices? What is the significance of Price and Income elasticity in terms of business decision making?** **Theme 2: How do businesses manage and assess their financial performance?** 1: Factors leading to a change in demand and supply Interaction of demand and supply Market equilibrium Calculation of PED and its factors Calculation of YED and its factors 2: Statement of comprehensive income Calculating types of profit Profitability measures Statement of financial position Liquidity	**3: Why and how do businesses grow? Why do some businesses prefer to stay small? What are the key corporate influences in decision making?** **4: How do MNCs impact the local and national economy? Do MNCs only bring positive impacts for an economy?** 3: Business growth - organic and inorganic Reasons for staying small Corporate influences and culture Shareholders v Stakeholders Business ethics and CSR 4: Global niche markets and adaptation of M.Mix to suit global markets Importance of cultural and social factors in global marketing Impact of MNCs on the local and national economy Ethics linked to MNCs

Spring 2	**How are finance calculations and statements used in practice?** Calculations and interpretation of cash flow forecasts Importance of cash Sources of business finance for start-ups and for growth Measuring and understanding business performance Business calculations for Gross/net profit margins Business calculations – percentages and averages Sources of business finance	**How do we consolidate all our learning into examination technique?** Recall and consolidation of knowledge Exam skills and technique	**Theme 1: What is the importance of getting the key elements of marketing right? Product-Price-Place-Promotion** **Theme 2: How do businesses manage and assess their financial performance?** 1: Design mix-cost, function, aesthetics Changes in design mix to reflect societal trends Types of promotion and branding Changes in branding and promotion to reflect societal trends Types of pricing strategies and factors influencing choice of pricing strategy Changes in distribution to reflect societal trends 2: Causes of business failure Methods of production Productivity and Efficiency Capacity utilisation	**Theme 3: How do businesses assess their competitiveness in the market?** **How do businesses manage change from internal/external causes?** **Theme 4: Pre-released task with synoptic links** 3: Interpretation of financial statements – profit and loss, account and balance sheet Ratio analysis – calculate, interpret, usefulness Human resources – productivity, turnover, retention, absenteeism Causes and effects of change including change management Key factors in change and scenario planning 4: Research task released by exam board (November release) Conduct relevant research linked to specific industry given and working on synoptic links with Theme 1 to 4

Summer 1	**What decisions do entrepreneurs have to make in order to make the business effective?** 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		**Theme 1: What is the importance of managing human resources effectively and how does it aid in improving productivity / efficiency?** **Theme 2: How do businesses manage resources to maximise efficiency and productivity?** 1: Product life-cycle Boston matrix and product portfolio Marketing strategies for mass, nice, B2B and B2C markets How businesses develop customer loyalty Approaches to staffing: asset and cost Dismissal and redundancy Employer-employee relationship: individual and collective bargaining Recruitment and selection 2: Stock control Quality	

Summer 2	**What are the external factors that influence business behaviour and decisions?** Stakeholders Technology and business Legislation and business The economy and business External influences on business		**Theme 1: How does organisation design assist in the smooth running of a business enterprise? How important are financial and non-financial motivators for employees and a business?** **Theme 2: How do external factors influence business behaviour?** 1: Organisation design Matrix centralised versus decentralised structures Impact of different structures on efficiency and motivation Importance of employee motivation Motivation theories Financial and non-financial methods of motivation in practice 2: Economic influences on business Legislation and its effect on business Competitive environment	