The Quality of Education:

Business - Curriculum Map

St Christopher's:
A Church of England Academy

Business - Curriculum Map

Key Stage 5: Business A-level (8BSo)

Year Group 12		
Year title / big question: Creating Magic		
Autumn Term 1 title: Theme 1 Intent and composite knowledge (overview):	**Spring Term 1 title: Theme 1/2** Intent and composite knowledge (overview):	**Summer Term 1 title: Theme 2** Intent and composite knowledge (overview):
This section introduces market concepts, starting with the definition of a market and differentiating between mass markets and niche markets, as well as the dynamics of changing markets. It covers the fundamentals of market research, discussing product and market orientation, various research methods, and their uses and limitations, as well as how market segmentation is derived from research results. It delves into market positioning and the application of market research data by businesses. The section introduces demand and supply curves, explaining their movements and influencing factors, and combines these concepts to illustrate price determination. It covers price elasticity of demand (PED) and income elasticity of demand (YED), including their calculations, interpretations, and relevance to businesses. Finally, it addresses product and service design, focusing on the design mix and its evolution, and explores branding and promotion, differentiating between types of branding, brand building, and the distinction between generic and branded products. **IN CM, we look at Lee's backstory and how he developed in both business and as a business leader.**	**This section delves into various aspects of entrepreneurship and business operations. It begins by discussing the role of an entrepreneur, including their activities, and the problems and barriers they face. It covers entrepreneurial motives and characteristics, detailing the skills and motivations behind becoming an entrepreneur. The challenges of transitioning from an entrepreneur to a leader are also examined. Business objectives are outlined with examples, followed by an exploration of different forms of business, their legal organisation, features, and influencing factors. Business choices are discussed, emphasising opportunity costs, choices, and trade-offs. The section addresses internal and external finance, detailing sources, methods, and distinctions between them, and explores the implications of liability, both legally and financially. Business planning, including cash-flow forecasts and their uses and limitations, is covered, along with sales forecasting, its purpose, influencing factors, and difficulties. Sales, revenue, and costs are explained through the calculation of sales revenue, volume,** fixed and variable costs, and their links to forecasting data. Finally, break-even analysis is discussed, covering numerical calculations, graphical presentation, interpretation, and the uses and limitations of this analysis. **IN CM, we look at staff development and training.**	**This section delves into the economic and legislative factors impacting businesses. It covers key macroeconomic variables such as inflation and exchange rates, and explores economic policies including interest rates, taxation, and government spending, illustrating their influence on business operations. Additionally, it examines various legislative areas that affect businesses, highlighting the legal requirements and compliance aspects necessary for different business functions.** **In CM, we look at staff motivation and innovation within a firm.**
Summative assessment:	**Summative assessment:**	**Summative assessment:**
Short-answer questions related to bolded content. (Theme 1)	**Past-paper questions related to synoptic content and bolded content in Spring Term 1. (Themes 1 & 2)**	**Past-paper questions related to synoptic content and bolded content in Summer Term 1. (Theme 2)**

Autumn Term 2 title: Theme 1 Intent and composite knowledge (overview):	**Spring Term 2 title: Theme 1/2** Intent and composite knowledge (overview):	**Summer Term 2 title: Consolidation** Intent and composite knowledge (overview):
This section covers essential business concepts related to marketing and human resources. It begins with branding and promotion, detailing various promotion types and strategies, and examines pricing strategies, including their variations, influencing factors, and changes. It discusses distribution methods and evolving channels, followed by an exploration of marketing strategy through the product life cycle, extension strategies, the Boston Matrix, consumer behaviour, and adjustments in the marketing mix. The section addresses approaches to staffing, both individual and collective, and details recruitment, selection, and training methods, along with their costs and benefits. Organisation design is covered with a focus on key features, terminology, and the strengths and weaknesses of different models. Motivation is discussed through its importance, theories, and both financial and non-financial incentives. Finally, the section examines leadership and management types, methods, and the connection between leadership and motivation. **In CM, we look at the importance of motivating staff and change management (later in the Programme of Learning).**	**This section covers essential business financial and operational concepts. It begins with an overview of budgets, discussing their purpose, types, variance analysis, and the difficulties of budgeting. The distinction between profit and cash is clarified, along with profit calculation and its link to break-even analysis. Key features of the statement of comprehensive income (profit and loss account) are introduced. Liquidity is addressed through the statement of financial position (balance sheet), focusing on its key features and the concept of working capital. Causes of business failure are examined, highlighting financial aspects (cash, profit, and liquidity) and non-financial factors (market and people). Production methods, productivity, and efficiency are explored, followed by capacity utilisation, including its calculation, implications, and improvement strategies.** Stock control is discussed using diagrams, key features, different methods, and their advantages. Lastly, quality management is reviewed, detailing its methods, costs, benefits, and the connection between stock control and quality management. **In CM, we look at quality management, in particular Kaizen and TQM.**	**The intent of this curriculum is to reinforce and assess students' understanding of key principles covered in Themes 1 and 2, through comprehensive revision and exam practice for AS level examinations or the end of year examinations. Composite knowledge includes mastering the fundamental concepts of marketing and finance, applying analytical tools, and effectively communicating arguments. Additionally, students will engage in the King's Lab Entrepreneurial essay competition, fostering critical thinking, research skills, and the ability to articulate entrepreneurial insights on contemporary issues.** **In CM, we look at leadership traits and characteristics, as well as summarise the content of CM.**
Summative assessment:	**Summative assessment:**	**Summative assessment:**
Past-paper questions related to synoptic content and bolded content in Autumn Term 2. (Theme 1)	**Past-paper questions related to synoptic content and bolded content in Spring Term 2. (Themes 1 & 2)**	**Past papers with a distinct paper on Theme 1 and a distinct paper on Theme 2. (Themes 1 & 2)**

Business - Curriculum Map

Key Stage 5: Business A-level (9BSo)

Year Group 13		
Year title / big question: Good Strategy, Bad Strategy		
Autumn Term 1 title: Theme 3 Intent and composite knowledge (overview):	**Spring Term 1 title: Theme 4** Intent and composite knowledge (overview):	**Summer Term 1 title: Theme 4/Paper 3** Intent and composite knowledge (overview):
This section explores the development and critique of corporate objectives, influences on business decision-making, and the interplay between ethics and profitability. It examines the conflict between shareholders and stakeholders, the formation and impact of corporate culture, and various corporate strategies including those proposed by Ansoff, Porter, and the Boston Matrix. Analytical tools such as SWOT, PESTLE, and Porter's Five Forces are introduced to assess external influences. The section also covers business growth strategies, including mergers, takeovers, and organic growth, highlighting the reasons for expansion and associated challenges, as well as the advantages of remaining small in competitive markets to avoid diseconomies of scale.	**The intent here is to explore various aspects of international trade and economic globalisation, focusing on the opportunities and challenges they present to businesses and economies. It begins by examining growing economies, encompassing measurements of economic performance and the associated business opportunities. Then, it delves into the relationship between international trade and business growth, emphasising the specialisation of economies and the role of trade in fostering business expansion. Additionally, it discusses factors contributing to increased globalisation, linking them to external factors such as those identified in the PESTLE analysis framework. Furthermore, it addresses protectionism, highlighting the threats it poses to economies and businesses and potential reactions to mitigate these threats. Finally, it explores trading blocs as a response to protectionism between countries, analysing the opportunities and threats they pose to businesses.** Additionally, it touches on the conditions that prompt trade, including both push and pull factors influencing businesses.	**The intent of these topics is to analyse the impact of multinational corporations (MNCs) from various perspectives and explore the ethical considerations and challenges associated with their activities. It delves into the localised impacts of MNCs compared to their broader national impacts, highlighting the complexities of their operations. Additionally, it engages in ethical discussions surrounding the actions and practices of MNCs, addressing concerns raised by their activities. Furthermore, it examines the possibilities and practicalities of controlling MNCs, considering regulatory frameworks and governance mechanisms.** **The intent of this curriculum is to reinforce and assess students' understanding of key business principles covered in Themes 1 to 4 through comprehensive revision and exam practice for A level examinations. Composite knowledge includes mastering the fundamental concepts of business, applying theoretical and analytical tools, and effectively communicating business arguments. Additionally, It's important to note that revising these topics in the context of a pre-release material is crucial, as the Paper 3 summative assessment will likely draw upon this context to assess understanding and application.**
Summative assessment:	**Summative assessment:**	**Summative assessment:**
Past-paper questions related to synoptic content (Theme 2) and bolded content in Autumn Term 1 (Theme 3). (Themes 2 & 3)	**Past-paper questions related to synoptic content (Theme 1) and bolded content in Spring Term 1 (Theme 4). (Themes 1 & 4)**	**Past-paper questions related to synoptic content in pre-release context.** **(Themes 1-4)**

Autumn Term 1 title: Theme 3 Intent and composite knowledge (overview):	**Spring Term 1 title: Theme 4** Intent and composite knowledge (overview):	**Summer Term 1 title: Examinations** Intent and composite knowledge (overview):
The intent here is to provide a comprehensive understanding of key analytical tools and methodologies used in business decision-making and performance evaluation. It covers quantitative sales forecasting methods, including time series analysis calculations, along with their uses and limitations. Furthermore, it explores investment appraisal techniques, encompassing methods, calculation, interpretation, and associated uses and limitations. Decision trees are discussed, focusing on construction, interpretation, and limitations, while Critical Path Analysis is examined in terms of completion, interpretation, and uses and limitations. Additionally, it delves into the interpretation of financial statements, encompassing the statement of comprehensive income and statement of financial position, stakeholder interest, and ratio analysis, providing insights into calculation, interpretation, and limitations. Furthermore, it addresses quantitative measures of HR performance, the causes and effects of change, key factors in change, and scenario planning as a risk reduction strategy, linking them to topics covered within this theme to facilitate a comprehensive understanding.	**The intent behind these topics is to explore various aspects of international business and marketing strategies. It begins by examining the assessment of a country as a potential market and as a production location, contrasting and comparing factors involved in these assessments. Then, it discusses the reasons for global mergers or joint ventures, emphasising the strategic motivations behind such collaborations. Furthermore, it addresses global competitiveness, exploring how businesses achieve and enhance their competitiveness through collaboration with other entities. Additionally, it delves into global marketing strategies, considering strategic choices for different markets** and the implications of cultural and social factors on marketing approaches. Finally, it explores niche markets, discussing their features and how they interact with cultural and social issues in the context of international business.	**External examinations**
Summative assessment:	**Summative assessment:**	**Summative assessment:**
Past-paper questions related to synoptic content (Themes 2 & 3) and bolded content in Autumn Term 2 (Theme 3). (Themes 2 & 3)	**Past-paper questions related to synoptic content (Theme 1) and bolded content in Spring Term 2 (Theme 4). (Themes 2 & 4)**	**Paper 1 (Themes 1 & 4),** **Paper 2 (Themes 2 & 3),** **Paper 3 (Synoptic in pre-release context)**