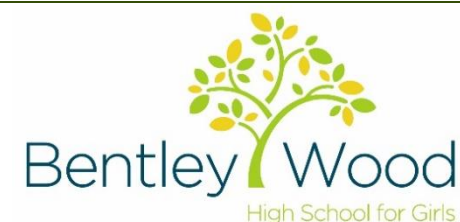


# Business Studies and Economics Department Curriculum Overview



## Curriculum Overview

Through aspirational and inspirational teaching, students will attain outcomes which empower their career pathway in Business/Economics. Our broad curriculum deepens students' analytical approach and understanding of business decisions and economic issues. Economic students will be able to refer to ideas and theories that study economic policies. Business students are taught to identify the positive and negative results of any strategic decisions, and to make recommendations on analysis.

- Our curriculum facilitates the study of Business/Economics at University or apprenticeships.
- The curriculum supports the progression of the KS4 National curriculum and deepens understanding of any learning.
- Both Numeracy and Literacy development is supported in both Business/Economics.
- To provide enrichment opportunities for students to enable students to develop their professional and personal character.
- The study of the current economic climate and business affairs is studied throughout our curriculum.

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 9	Personal Finance <ul style="list-style-type: none"> <li>• Money</li> <li>• Budgets</li> <li>• Types of Accounts</li> <li>• Interest Rates</li> <li>• Debt</li> <li>• Future of money</li> </ul>	Human Resources <ul style="list-style-type: none"> <li>• Internal recruitment</li> <li>• External recruitment</li> <li>• Recruitment process</li> <li>• CVs and Application forms</li> <li>• Applying for a job</li> <li>• Interviews and assessment centers</li> </ul>	Young Enterprise <ul style="list-style-type: none"> <li>• Introduction to Business and Enterprise</li> <li>• Enterprise Skills</li> <li>• Social Media</li> <li>• Business Idea</li> <li>• Market Research</li> <li>• Marketing Mix (Product, Price, Place, Promotion)</li> </ul>	Young Enterprise <ul style="list-style-type: none"> <li>• Finance</li> <li>• Preparing business idea</li> <li>• Business pitch</li> <li>• Business Plan</li> <li>• Business Report</li> </ul>	Economics <ul style="list-style-type: none"> <li>• Unemployment</li> <li>• Demand and Supply</li> <li>• Disposable income</li> <li>• Inequality</li> <li>• Inflation</li> <li>• Negative externalities</li> </ul>	<ul style="list-style-type: none"> <li>• 1.1.1 Dynamic Nature of business</li> <li>• 1.1.2 Risk and Reward</li> <li>• 1.1.3 The role of business</li> </ul>

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<b>Year 10</b>	<ul style="list-style-type: none"> <li>• 1.4.1 The options for start-up and small businesses</li> <li>• 1.4.2 Business location</li> <li>• 1.4.3 The marketing mix</li> <li>• 1.4.4 Business plans</li> </ul>	<ul style="list-style-type: none"> <li>• 1.5.1 Business stakeholders</li> <li>• 1.5.2 Technology and business</li> <li>• 1.5.3 Legislation and business</li> <li>• 1.5.4 The economy and business</li> <li>• 1.5.5 External influences</li> </ul>	<ul style="list-style-type: none"> <li>• 2.1.1 Business growth</li> <li>2.1.2 Changes in business aims and objectives</li> <li>• 2.1.3 Business and globalization</li> <li>• 2.1.4 Ethics, the environment and business</li> </ul>	<ul style="list-style-type: none"> <li>• 2.2.1 Product</li> <li>• 2.2.2 Price</li> <li>• 2.2.3 Promotion</li> <li>• 2.2.4 Place</li> <li>• 2.2.5 Using the marketing mix to make business decisions</li> </ul>	<ul style="list-style-type: none"> <li>• 2.3.1 Business operations</li> <li>• 2.3.2 Working with suppliers</li> <li>• 2.3.3 Managing quality</li> <li>• 2.3.4 The sales process</li> </ul>	<ul style="list-style-type: none"> <li>• 2.4.1 Business calculations</li> <li>• 2.4.2 Understanding business performance</li> </ul>

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<b>Year 11</b>	<ul style="list-style-type: none"> <li>● 2.3.1 Business operations</li> <li>● 2.3.2 Working with suppliers</li> <li>● 2.3.3 Managing quality</li> <li>● 2.3.4 The sales process</li> <li>● 2.4.1 Business calculations</li> <li>● 2.4.2 Understanding business performance</li> </ul>	<ul style="list-style-type: none"> <li>● 2.5.1 Organisational structures</li> <li>● 2.5.2 Effective recruitment</li> <li>● 2.5.3 Effective training and development</li> <li>● 2.5.4 Motivation</li> </ul>	<ul style="list-style-type: none"> <li>● 1.1.1 The dynamic nature of business</li> <li>● 1.1.2 Risk and reward</li> <li>● 1.1.3 The role of business enterprise</li> <li>● 1.2.1 Customer needs</li> <li>● 1.2.2 Market research</li> <li>● 1.2.3 Market segmentation</li> <li>● 1.2.4 The competitive environment</li> <li>● 1.3.1 Business aims and objectives</li> <li>● 1.3.2 Business revenues, costs and profits</li> <li>● 1.3.3 Cash and cash-flow</li> <li>● 1.3.4 Sources of business finance</li> <li>● 1.4.1 The options for start-up and small businesses</li> <li>● 1.4.2 Business location</li> <li>● 1.4.3 The marketing mix</li> </ul>	<ul style="list-style-type: none"> <li>● 2.1.1 Business growth</li> <li>● 2.1.2 Changes in business aims and objectives</li> <li>● 2.1.3 Business and globalization</li> <li>● 2.1.4 Ethics, the environment and business</li> <li>● 2.2.1 Product</li> <li>● 2.2.2 Price</li> <li>● 2.2.3 Promotion</li> <li>● 2.2.4 Place</li> <li>● 2.2.5 Using the marketing mix to make business decisions</li> <li>● 2.3.1 Business operations</li> <li>● 2.3.2 Working with suppliers</li> <li>● 2.3.3 Managing quality</li> <li>● 2.3.4 The sales process</li> <li>● 2.4.1 Business calculations</li> <li>● 2.4.2 Understanding business performance</li> </ul>	<ul style="list-style-type: none"> <li>● Preparation for examination</li> </ul>	<ul style="list-style-type: none"> <li>●</li> </ul>

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
			<ul style="list-style-type: none"> <li>• 1.4.4 Business plans</li> <li>• 1.5.1 Business stakeholders</li> <li>• 1.5.2 Technology and business</li> <li>• 1.5.3 Legislation and business</li> <li>• 1.5.4 The economy and business</li> <li>• 1.5.5 External influences</li> </ul>	<ul style="list-style-type: none"> <li>• 2.5.1 Organisational structures</li> <li>• 2.5.2 Effective recruitment</li> <li>• 2.5.3 Effective training and development</li> <li>• 2.5.4 Motivation</li> </ul>		
<b>Year 12 Business</b>	<ul style="list-style-type: none"> <li>• 1.1.1 The market</li> <li>• 1.1.2 Market research</li> <li>• 1.1.3 Market positioning</li> <li>• 1.2.1 Demand</li> <li>• 1.2.2 Supply</li> <li>• 1.2.3 Markets</li> <li>• 1.2.4 Price elasticity of demand</li> <li>• 1.2.5 Income elasticity of demand</li> <li>• 3.1 Product/service design</li> <li>• 1.3.2 Branding and promotion</li> <li>• 1.3.3 Pricing strategies</li> <li>• 1.3.4 Distribution</li> <li>• 1.3.5 Marketing strategy</li> </ul>	<ul style="list-style-type: none"> <li>• 1.4.1 Approaches to staffing</li> <li>• 1.4.2 Recruitment, selection and training</li> <li>• 1.4.3 Organisational design</li> <li>• 1.4.4 Motivation in theory and practice</li> <li>• 1.4.5 Leadership</li> <li>• 1.5.1 Role of an entrepreneur</li> <li>• 1.5.2 Entrepreneurial motives and characteristics</li> <li>• 1.5.3 Business objectives</li> <li>• 1.5.4 Forms of business</li> <li>• 1.5.5 Business choices</li> </ul>	<ul style="list-style-type: none"> <li>• 2.1.1 Internal finance</li> <li>• 2.1.2 External finance</li> <li>• 2.1.3 Liability</li> <li>• 2.1.4 Planning</li> <li>• 2.2.1 Sales forecasting</li> <li>• 2.2.2 Sales, revenue and costs</li> <li>• 2.2.3 Break-even</li> <li>• 2.2.4 Budgets</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• 2.3.1 Profit</li> <li>• 2.3.2 Liquidity</li> <li>• 2.3.3 Business failure</li> <li>• 2.4.1 Production, productivity and efficiency</li> <li>• 2.4.2 Capacity utilization</li> <li>• 2.4.3 Stock control</li> <li>• 2.4.4 Quality management</li> <li>• 2.5.1 Economic influences</li> <li>• 2.5.2 Legislation</li> <li>• 2.5.3 The competitive environment</li> </ul>	<ul style="list-style-type: none"> <li>• Preparation for examination</li> </ul>	<ul style="list-style-type: none"> <li>• 3.1.1 Corporate objectives</li> <li>• 3.1.2 Theories of corporate strategy</li> <li>• 3.1.3 SWOT analysis</li> <li>• 3.1.4 Impact of external influences</li> </ul>

		Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<b>Year 13 Business</b>			<ul style="list-style-type: none"> <li>● 1.5.6 Moving from entrepreneur to leader</li> </ul>				
	<ul style="list-style-type: none"> <li>● 3.2.1 Growth</li> <li>● 3.2.2 Mergers and takeovers</li> <li>● 3.2.3 Organic growth</li> <li>● 3.2.4 Reasons for staying small</li> <li>● 3.3.1 Quantitative sales forecasting</li> <li>● 3.3.2 Investment appraisal</li> <li>● 3.3.3 Decision trees</li> <li>● 3.3.4 Critical Path Analysis</li> <li>● 3.5.1 Interpretation of financial statements</li> </ul>	<ul style="list-style-type: none"> <li>● 3.4.1 Corporate influences</li> <li>● 3.4.2 Corporate culture</li> <li>● 3.4.3 Shareholders versus stakeholders</li> <li>● 3.4.4 Business ethics</li> <li>● 3.5.3 Human resources</li> <li>● 3.5.2 Ratio analysis</li> <li>● 3.6.1 Causes and effects of change</li> <li>● 3.6.2 Key factors in change</li> <li>● 3.6.3 Scenario planning</li> </ul>	<ul style="list-style-type: none"> <li>● 4.1.1 Growing economies</li> <li>● 4.1.2 International trade and business growth</li> <li>● 4.1.3 Factors contributing to increased globalization</li> <li>● 4.1.4 Protectionism</li> <li>● 4.1.5 Trading blocs</li> <li>● 4.2.1 Conditions that prompt trade</li> <li>● 4.2.2 Assessment of a country as a market</li> <li>● 4.2.3 Assessment of a country as a production location</li> <li>● 4.2.4 Reasons for global mergers or joint venture</li> <li>● 4.2.5 Global competitiveness</li> <li>● Preparation for pre released case study.</li> </ul>	<ul style="list-style-type: none"> <li>● 4.3.1 Marketing</li> <li>● 4.3.2 Niche markets</li> <li>● 4.3.3 Cultural/social factors</li> <li>● 4.4.1 The impact of MNCs</li> <li>● 4.4.2 Ethics</li> <li>● 4.4.3 Controlling MNCs</li> <li>● Preparation for pre released case study.</li> </ul>	<ul style="list-style-type: none"> <li>● Preparation for Exam</li> </ul>	<ul style="list-style-type: none"> <li>●</li> </ul>	

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<b>Year 12 Economics</b>	<ul style="list-style-type: none"> <li>• 1.1.1 Economics as a social science</li> <li>• 1.1.2 Positive and normative economic statements</li> <li>• 1.1.3 The economic problem</li> <li>• 1.1.4 Production possibility frontiers</li> <li>• 1.1.5 Specialisation and the division of labour</li> <li>• 1.1.6 Free market economies, mixed economy and command economy</li> <li>• 1.2.1 Rational decision making</li> <li>• 1.2.2 Demand</li> <li>• 1.2.3 Price, income and cross elasticities of demand</li> <li>• 1.2.4 Supply</li> <li>• 1.2.5 Elasticity of supply</li> <li>• 1.2.6 Price determination</li> <li>• 1.2.7 Price mechanism</li> <li>• 1.2.8 Consumer and producer surplus</li> <li>• 1.2.9 Indirect taxes and subsidies</li> </ul>	<ul style="list-style-type: none"> <li>• 1.2.10 Alternative views of consumer behaviour</li> <li>• 1.3.1 Types of market failure</li> <li>• 1.3.2 Externalities</li> <li>• 1.3.3 Public goods</li> <li>• 1.3.4 Information gaps</li> <li>• 1.4.1 Government intervention in markets</li> <li>• 1.4.2 Government failure</li> </ul>	<ul style="list-style-type: none"> <li>• 2.6.1 Possible macroeconomic objectives</li> <li>• 2.6.2 Demand-side policies</li> <li>• 2.6.3 Supply-side policies</li> <li>• 2.6.4 Conflicts and tradeoffs between objectives and policies</li> <li>• 2.2.1 The characteristics of AD</li> <li>• 2.2.2 Consumption (C)</li> <li>• 2.2.3 Investment (I)</li> <li>• 2.2.4 Government expenditure (G)</li> <li>• 2.2.5 Net trade (X-M)</li> <li>• 2.3.1 The characteristics of AS</li> <li>• 2.3.2 Short-run AS</li> <li>• 2.3.3 Long-run AS</li> </ul>	<ul style="list-style-type: none"> <li>• 2.1.1 Economic growth</li> <li>• 2.1.2 Inflation</li> <li>• 2.1.3 Employment and unemployment</li> <li>• 2.1.4 Balance of payments</li> <li>• 2.4.1 National income</li> <li>• 2.4.2 Injections and withdrawals</li> <li>• 2.4.3 Equilibrium levels of real national output</li> <li>• 2.4.4 The multiplier</li> <li>• 2.5.1 Causes of growth</li> <li>• 2.5.2 Output gaps</li> <li>• 2.5.3 Trade (business) cycle</li> <li>• 2.5.4 The impact of economic growth</li> </ul>	<ul style="list-style-type: none"> <li>• Preparation for summer examinations</li> </ul>	<ul style="list-style-type: none"> <li>• 3.2.1 Business objectives</li> <li>• 3.1.1 Sizes and types of firms</li> <li>• 3.1.2 Business growth</li> <li>• 3.1.3 Demergers</li> <li>• 3.3.1 Revenue</li> <li>• 3.3.2 Costs</li> <li>• 3.3.3 Economies and diseconomies of scale</li> <li>• 3.3.4 Normal profits, supernormal profits and losses</li> <li>• 3.4.1 Efficiency</li> <li>• 3.4.2 Perfect competition</li> <li>• 3.4.3 Monopolistic competition</li> <li>• 3.4.4 Oligopoly</li> <li>• 3.4.5 Monopoly</li> <li>• 3.4.6 Monopsony</li> <li>• 3.4.7 Contestability</li> </ul>

# Year 13

## Autumn 1

- 3.5.1 Demand for labour
- 3.5.2 Supply of labour
- 3.5.3 Wage determination in competitive and non-competitive markets
- 3.6.1 Government intervention
- 3.6.2 The impact of government intervention

## Autumn 2

- 4.1.1 Globalisation
- 4.1.2 Specialisation and trade
- 4.1.3 Pattern of trade
- 4.1.4 Terms of trade
- 4.1.5 Trading blocs and the World Trade Organisation (WTO)
- 4.1.6 Restrictions on free trade
- 4.1.7 Balance of payments
- 4.1.8 Exchange rates
- 4.1.9 International competitiveness
- 4.2.1 Absolute and relative poverty
- 4.2.2 Inequality
- 4.3.1 Measures of development
- 4.3.2 Factors influencing growth and development
- 4.3.3 Strategies influencing growth and development
- 4.4.1 Role of financial markets
- 4.4.2 Market failure in the financial sector
- 4.4.3 Role of central banks

## Spring 1

- 4.5.1 Public expenditure
- 4.5.2 Taxation
- 4.5.3 Public sector finances
- 4.5.4 Macroeconomic policies in a global context
- 3.4.1 Efficiency
- 3.4.2 Perfect competition
- 3.4.3 Monopolistic competition
- 3.4.4 Oligopoly
- 3.4.5 Monopoly
- 3.4.6 Monopsony
- 3.4.7 Contestability

## Spring 2

- 3.5.1 Demand for labour
- 3.5.2 Supply of labour
- 3.5.3 Wage determination in competitive and non-competitive markets
- 3.6.1 Government intervention
- 3.6.2 The impact of government intervention
- Preparation for exams

## Summer 1

- Preparation for exams

## Summer 2

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	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
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