

BUSINESS CURRICULUM



EXAM PREPARATION
Walking Talking Mock
Exam paper completion by command word:
Identify/state
Define
Describe
Explain
Calculate
Justify
Advise/Recommend
Analyse & evaluate

RETRIEVAL U3&4 BY OCCURRENCE
Recruitment and selection of employees
Motivating employees
Good customer service
Organisational structures
Role of procurement
The concept of quality
Production processes
Training
Walking talking mock

RETRIEVAL U6 BY OCCURRENCE IN EXAMS
Financial terms and calculations
Financial statement
Sources of finance
Cash flow

RETRIEVAL U5 BY OCCURRENCE IN EXAMS
Promotion and distribution
Financial terms and calculations
Purpose and methods of market research
Product
Financial statement
Price
Market segmentation
Sources of finance
Cash flow
Identifying and understanding customers
Elements of the marketing mix

RETRIEVAL U2 INFLUENCES ON A BUSINESS
Employment and the law
Consumer law
Technology
Ethical considerations
Environmental influences
Unemployment and consumer spending
Interest rates
Competition
Globalisation
Exchange rates
Risks in business
Recommend/Advise exam technique (9-mark questions)
Analyse and evaluate exam technique (12-mark questions)

U5 MARKETING
Elements of the marketing mix
Choosing the best marketing mix
Product: new products, product portfolio, product lifecycle
Pricing: Price and demand, competitive pricing, loss leader, cost plus, price skimming, penetration pricing, factors influencing the price
Promotion: Purposes, types of advertising, types of sales promotions, public relations, personal selling, factors influencing promotional activities
Place: distribution channels, connecting distribution channels, levels of distribution, the internet and distribution

U1 AND 2 RETRIEVAL
The purpose and nature of business
Business ownership
Not for profit organisations
Business aims & objectives
Stakeholders
Revenue, costs and profit
Business location
Business planning
Business expansion
Identify/state/multiple choice questions
Explain questions exam technique
Analyse questions exam technique
Recommend questions exam technique

U6 FINANCE
Break-even analysis
Margin of safety
Why businesses prepare financial statements
Components of income statements
Components of the statement of financial position
How to interpret financial statements
Using profit ratios
Judging financial performance from the perspective of different stakeholders
The importance of financial statements

YEAR 11

Student Investor Challenge
Zone 11 starts

U5 MARKETING
Identifying and understanding customers
Selecting the correct marketing mix
Avoiding costly marketing mistakes
Being competitive
'The market'
Market segmentation
Purpose of market research
Market research maths
Uses of market research
Methods of market research

Trip to Cadbury's World

Zone 10 starts

U4 HUMAN RESOURCES
The importance of having motivated workers
Non-financial methods of motivation
Financial methods of motivation
The importance of training employees
Induction training
On-the-job training
Off-the-job training

U4 HUMAN RESOURCES
Organisational structures
Job roles and responsibilities within organisational structures
Flat and Tall organisational structures
Centralisation and Decentralisation
Reasons for recruiting employees
How businesses recruit and select
Internal and external recruitment
The recruitment and selection process
Contracts of employment.

Student Investor Challenge

Young Enterprise

YEAR 10

U3 BUSINESS OPERATIONS
Production processes
Cadburys production
Procurement
9 marker exam technique
Retrieval
Assessment and feedback
Production and procurement games creation
Quality
Quality assurance
Customer service
ICT and customer service
Retrieval
Assessment and feedback
Enterprise project: continuation of Autumn project but adding in how the student would run their business operations

U2 INFLUENCES ON BUSINESS
Globalisation
Legislation
The competitive environment
Retrieval
Assessment and feedback
Revisit tough topics
Real business investigation relating to topics above

U2 INFLUENCES ON BUSINESS
Technology
9 marker exam technique
Ethical and environmental considerations
Economic climate of business
Retrieval
Assessment and feedback
Revisit tough topics
Real business investigation relating to topics above

YEAR 9

Student Investor Challenge

INTRODUCTION
Quantitative skills
Limited v Unlimited liability
Business plans
Calculating interest rates
Consumer rights

U1 BUSINESS IN THE REAL WORLD
The purpose and nature of business
Business ownership
Not for profit organisations
Ownership consolidation
Business aims & objectives
Changing aims and objectives
Stakeholders
Retrieval
Assessment and feedback
Entrepreneur project
Business location
Business planning

U1 BUSINESS IN THE REAL WORLD
Business expansion
9 mark exam technique
Expansion project
Retrieval
Assessment & feedback
Enterprise project and Dragons Den style presentation