



Respect Responsibility Relationships

Curriculum Map



Subject: Business Studies

Year group: 12

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<p>Content</p> <p>Theme 1 – Marketing and People</p> <p>Theme 2 – Managing Business Activities</p>	<p>Theme 1 – Market Research and Market Position</p> <p>Exploring mass markets and niche markets, considering characteristics, market size and share, and branding. Investigating dynamic markets, and how markets change and adapt to social and technological advancements.</p>	<p>Theme 1 – Product service, branding and promotion. Pricing and Market Strategies and Distribution</p> <p>Exploring factors that lead to a change in supply and demand, whilst calculating price and income elasticity. Understanding the design mix and how these elements change to reflect social trends. Investigating concerns over ethical sources and minimising waste. Assessing types of pricing and factors that influence the most appropriate strategy in any particular situation.</p>	<p>Theme 1 – Managing People. Entrepreneurs and Leaders</p> <p>Exploring approaches to staffing, including contract of employment, recruitment and training. The significance of promoting leadership and motivating staff. The role of the entrepreneur in business and the character and motivation behind this.</p>	<p>Theme 2: Balancing Finance</p> <p>Calculating sales volumes and fixed and variable costs. Investigating the break even point, using contribution to calculate this. Proposing budgets and the difficulties faced when doing so. Measuring financial position and liquidity. Internal and external factors that contribute to business failure.</p>	<p>Theme 2 : Resource Management</p> <p>Investigating production, productivity and efficiency. Assessing capacity utilisation and stock control to ensure a competitive advantage from lean production. Ensuring quality management of stock, including stock control, assurance and circles.</p>	<p>Theme 2: External Influences</p> <p>The influence of economics on inflation and exchange rates. The legislation that provides consumer protection and protects the environment. The significance of health and safety legislation and policies in the workplace</p>



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Skills <i>Apply Justify Reflect Develop</i>	Exploring methods used in existing businesses and evaluating the impact of these	Assessing the influence of pricing methods and factors	Investigating strategies and justifying strategic decisions	Applying financial knowledge and analysing of internal factors, to justify development areas	Evaluating efficiency of systems to identify areas for development	Reflect on the changing legislation and applying this to developments in businesses across the UK.
Key Questions	What makes one business successful when others fail? Why should Branding be used consistently throughout products and retail?	What social trends may impact on the demand for a product and can this be counter balanced?	Why is staff retention more important than staff recruitment? Should training, once given, be renewed and if so, why?	Why are budget proposals important in the planning and development of a business?	Why should stock be circled? What is meant by a 'lean production'? where might we see examples of this?	How might fluctuating exchange rates affect a company's break even point? What happens if a company is found to have not met a law?
Assessment	In class summative assessment In class formative assessment	In class summative assessment In class formative assessment	In class summative assessment In class formative assessment	In class summative assessment In class formative assessment	In class summative assessment In school pre-public examination	In class summative assessment In class formative assessment
Literacy/Numeracy/SMSC/Character	Synthesising information from a range of sources. Developing empathy Understanding cultural differences	Synthesising information from a range of sources. Developing empathy Understanding cultural differences	Validating sources of information Extended research task to include qualitative and quantitative information	Comprehensive literacy task applying key terminology, theories and ideas, in context.	Validating sources of information Extended research task to include qualitative and quantitative information	Comprehensive literacy task applying key terminology, theories and ideas, in context.