



SIR GRAHAM BALFOUR SCHOOL



CURRICULUM OVERVIEW – KEY STAGE 5 BUSINESS

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 12	<p>Theme 1 – Marketing & People</p> <p>Role of an entrepreneur Business objectives Forms of business Business choice</p> <p>Theme 2 – Managing Business Activities</p> <p>Sales, revenue & costs Break-even Liability Profit</p>	<p>Theme 1 – Marketing & People</p> <p>The market Market research Market positioning Demand Supply Markets Product / Service Design Branding & Promotion</p>	<p>Theme 1 – Marketing & People</p> <p>Branding & promotion Pricing strategies Distribution Marketing strategy Approaches to staffing Recruitment, selection & training</p> <p>Revision and PPE preparation</p>	<p>Theme 1 – Marketing & People</p> <p>Organisational design Motivation in theory & practice Leadership Moving from entrepreneur to leader</p> <p>Theme 2 – Managing Business Activities</p> <p>Internal finance External finance Planning</p>	<p>Theme 2 – Managing Business Activities</p> <p>Sales forecasting Budgets Liquidity Business failure Production, productivity & efficiency Capacity utilisation Stock control Quality management</p>	<p>Theme 2 – Managing Business Activities</p> <p>Economic influences Legislation The competitive environment</p> <p>Theme 1 – Marketing & People</p> <p>Price elasticity of demand Income elasticity of demand</p> <p>Introduction to the broad pre-released context for Paper 3.</p> <p>Summer research project</p>
Year 13	<p>Theme 3 – Business Decisions & Strategy</p> <p>Corporate objectives Theories of corporate strategy SWOT analysis Impact of external influences Growth</p> <p>Theme 4 – Global Business</p> <p>Globalisation</p>	<p>Theme 3 – Business Decisions & Strategy</p> <p>Mergers & takeovers Organic growth Reasons for staying small Corporate influences Corporate culture</p> <p>Revision and PPE preparation</p> <p>Theme 4 – Global Business</p> <p>Global Markets & Business Expansion</p>	<p>Theme 3 – Business Decisions & Strategy</p> <p>Shareholders vs stakeholders Business ethics Interpretation of financial statements Ratio analysis</p> <p>Theme 4 – Global Business</p> <p>Global Marketing</p>	<p>Theme 3 – Business Decisions & Strategy</p> <p>Human resources Causes & effects of change Key factors in change Scenario planning</p> <p>Theme 4 – Global Business</p> <p>Global Industries & Companies</p>	<p>Revision of themes 1, 2, 3 and 4.</p> <p>Exam preparation</p>	