

Shoreham Academy Business department: 4 year curriculum map

Year Group	Autumn	Spring	Summer
<p><b>Year 10</b></p>	<p>We start learning about small businesses.</p> <p><b>1.1 Enterprise and Entrepreneurship</b> The Dynamic Nature of Business; Risk and Reward; The Role of Business Enterprise; Revenue cost and profit</p> <p><b>1.2 Spotting a Business Opportunity</b> Customer needs; Market research; Market segmentation; The competitive environment</p> <p><b>1.3 Putting a Business Idea into Practice</b> Aims and objectives; Revenue cost and profit; Cash and cash-flow Sources of finance</p>	<p>We continue this term with our focus on small businesses.</p> <p><b>1.4 Making the Business Effective</b> Start up business ownership, location, marketing mix, business plans</p> <p><b>1.5 Understanding external influences on Business</b> Stakeholders, technology, legislation, the economy, external influences</p> <p>We also spend time this term reviewing the first few topics so that students retain their knowledge.</p>	<p>At this point we move onto Theme 2 which focuses on building a business. We look at the bigger businesses, brands the students know and the issues that face them.</p> <p><b>2.1 Growing the Business</b> Growth, changes in aims and objectives, globalisation, ethics, the environment.</p> <p><b>2.2 Making Marketing Decisions</b> The 4 P's – Price, product, Place and Promotion</p> <p>During the summer term we also review Theme 1 learning using a variety of assessment techniques to identify gaps in learning and misconceptions that need addressing.</p>
<p><b>Year 11</b></p>	<p><b>2.3 Making Operational Decisions</b> Business operations, suppliers, quality, the sales process</p> <p><b>2.4 Making Financial Decisions</b> Profit, Profit margin, investment appraisal</p> <p><b>2.5 Making Human Resources Decisions</b> Organisational structures, recruitment, training and motivation</p> <p>Throughout this term we also review previous learning from 2.1 and 2.2.</p>	<p>In the Spring Term, we will revisiting all our learning and working on exam technique. Students do activities to help retain knowledge and understanding of all units in this theme. They will then use this knowledge when practising different types of exam question to improve their skills.</p>	
<p><b>Year 12</b></p>	<p><b>Paper 1 Topics</b></p> <p><b>1.1 Meeting Customer Needs</b> The market, the dynamic nature of markets, market research, market positioning, competitive advantage and differentiation, adding value</p> <p><b>1.2 The Market</b> Demand, supply, markets, price elasticity of demand, income elasticity of demand</p> <p><b>Paper 2 Topics</b></p> <p><b>2.1 Raising Finance</b> Sources of finance, limited liability, the business plan, cash flow forecasts</p> <p><b>2.2 Financial Planning</b> Sales forecasting, sales, revenue and costs, break even, budgets</p> <p>Throughout this term we will be helping students to bridge the gap from Year 11 into 6<sup>th</sup> form, helping with independent study skills and helping those who are new to the subject,</p>	<p><b>Paper 1 Topics</b></p> <p><b>1.3 Marketing Strategy</b> Product design, promotion, branding, pricing, distribution, portfolio analysis</p> <p><b>1.4 Managing People</b> Approaches to staffing, recruitment and selection, hierarchies, organisational design, theories of motivation, management and leadership</p> <p><b>Paper 2 Topics</b></p> <p><b>2.3 Managing finance</b> Profit, The statement of comprehensive income, profitability, balance sheets, liquidity, business failure</p> <p><b>2.4 Resource Management</b> We will also spend this term reviewing work from the autumn term to ensure that students are retaining the knowledge they need.</p>	<p><b>Paper 1 Topics</b></p> <p><b>1.5 Entrepreneurs and leaders</b> The role of an entrepreneur, business objectives, form of business, stock market flotation</p> <p><b>Paper 2 Topics</b></p> <p><b>2.5 External Influences</b> The business cycle, exchange rates, inflation, government spending, taxation, interest rates, legislation and the competitive environment</p> <p><b>3.1 Business Objectives and Strategy</b> Corporate objectives and strategy, SWOT analysis, Porter's Five Forces, external Influences</p> <p>During this term will also focus on essay writing technique and help students to prepare for their A levels exams, as well as looking at further study of Business at university.</p>

<p><b>Year 13</b></p>	<p><b>Paper 1 Topics</b></p> <p><b>4.1 Globalisation</b> Growing economics, indicators of growth, international trade, globalisation, protectionism</p> <p><b>4.2 Global markets and business expansion</b> Conditions that prompt trade, assessment of a country as a market and production location, reason for global mergers and joint ventures, global competitiveness</p> <p><b>4.3 Global marketing</b> Global marketing, niche markets, cultural and social factors</p> <p><b>Paper 2 Topics</b></p> <p><b>3.2 Business Growth</b> Reasons for growth, limitations of growth, mergers and takeovers, organic growth, reasons for staying small</p> <p><b>3.3 Decision Making Techniques</b> Quantitative sales forecasting, investment appraisal, decision trees, critical path analysis</p> <p><b>3.4 Influences on Business decisions</b> Corporate influences, culture, stakeholders, ethics and CSR</p>	<p><b>Paper 1 Topics</b></p> <p><b>4.4 Global industries and companies</b> The impact of MNCs, global ethics, controlling MNCs</p> <p><b>Paper 2 Topics</b></p> <p><b>3.5 Assessing competitiveness</b> Interpreting financial statements, ratio analysis, human resources</p> <p><b>3.6 Managing change</b> Causes of change, scenario planning</p> <p>In the Spring Term, we will also revisit all our learning and work on exam technique. Students will do activities to help retain knowledge and understanding of all units in this theme. They will then use this knowledge when practising different types of exam question to improve their skills.</p> <p>We will focus on a particular industry (set by the exam board) in readiness for Paper 3.</p>
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Common Themes across all Year Groups: In the Autumn Term we also Focus on Black Entrepreneurs during Black History Month. In the Spring Term we also focus on Gender Equality in the workplace. In the Summer Term we also look at LGBTQ+ Businesses as part of LGBTQ+ History Month.