



Year	Michaelmas 1	Michaelmas 2	Lent 1	Lent 2	Trinity 1	Trinity 2
10	Topic: Business in the real	Topic: Business in the real	Topic: Business	Topic: Marketing and HR	Topic: Marketing and HR	Topic: Marketing
GCSE	world	world and Business	operations and			
		operations	HR	Substantive Knowledge:	Substantive Knowledge:	
	Substantive Knowledge:					Substantive
		Substantive Knowledge:	Substantive Knowledge:	Identifying customers	Marketing mix	Knowledge:
	Purpose and nature of			Segmentation	Product and Price	
	business	Business ownership	Role of procurement	Market Research	Promotion and Place	Integrated
	Business ownership	Aims & Objectives	Concept of Quality	Recruitment and Selection	Training	marketing mix
	Stakeholders	Expanding a business	Customer service	Motivating employees	Revision	
	Business location	Production processes	Organisational structures			Disciplinary
	Business Planning			Disciplinary Knowledge:	Disciplinary Knowledge:	Knowledge:
		Disciplinary Knowledge:	Disciplinary Knowledge:			
	Disciplinary Knowledge:			Analysis	Analysis	Analysis
		Analysis	Analysis	Application	Application	Application
	Analysis	Application	Application	Evaluation	Evaluation	Evaluation
	Application	Evaluation	Evaluation			
	Evaluation		Calculation and data			
			interpretation			
	Assessment point 1	Assessment point 2	Assessment point 3	Assessment point 4	Assessment point 5	Assessment point 6
	Short assessment including	Short assessment	Short assessment including	Short assessment including	Short assessment	Short assessment
	AO1 and AO2 – MCQ and	including AO1 and AO2 – MCQ and Short answer	AO1 AO2 and AO3 – MCQ	AO1 AO2 and AO3 – MCQ	including AO1 AO2 and	including AO1 AO2
	Short answer	wicq and short answer	and longer answer	and longer answer	AO3 – MCQ and longer	and AO3 – MCQ and
					answer	longer answer
11	Topic:	Topic: Finance and	Topic: Finance and	Topic: Finance and	Topic: Revision (all)	Topic: Revision (all)
GCSE	Finance and Influences on	Influences on Business	Influences on Business	Influences on Business	Topic: Nevision (an)	Topic: Nevision (un)
GCSL	Business	initidefices on Basiness	initiactices on Business	initiachees on Business	Substantive Knowledge:	Substantive
	Basilless	Substantive Knowledge:	Substantive Knowledge:	Substantive Knowledge:	Japanen e mioricage.	Knowledge:
	Substantive Knowledge:	- Canadania Canadania Ger	- Canadania Cinicana Gar	- Canadania Canadania Garager	Disciplinary Knowledge:	
		Financial terms and	Analysing the financial	Analysing the financial		Disciplinary
	Sources of finance	calculations	performance	performance		Knowledge:
	Cash flow	Environment	Globalisation	Competitive environment		
	Technology	Economic Climate	Legislation	·		
	Ethics			Disciplinary Knowledge:		
		Disciplinary Knowledge:	Disciplinary Knowledge:	Disciplinary knowledge.		
	Disciplinary Knowledge:			Analysis		
		Analysis	Analysis	Application		
	Analysis	Application	Application	Evaluation		
	Application	Evaluation	Evaluation			



Presentation skills

Analysis

IT Document Creation

Analysis

IT Document Creation

## **Business and Economics Curriculum Overview**



	Evaluation Calculation and data interpretation	Calculation and data interpretation	Calculation and data interpretation	Calculation and data interpretation		
	Assessment point 1 Short assessment including AO1 AO2 and AO3 – MCQ and longer answer	Assessment point 2 Short assessment including AO1 AO2 and AO3 – MCQ and longer answer	Assessment point 3 Short assessment including AO1 AO2 and AO3 – MCQ and longer answer	Assessment point 4 Short assessment including AO1 AO2 and AO3 – MCQ and longer answer	Assessment point 5 Short assessment including AO1 AO2 and AO3 – MCQ and longer answer	Assessment point 6 Short assessment including AO1 AO2 and AO3 – MCQ and longer answer
	CAMBRIDGE TECHNICAL PATI	HWAY				
.2	Topic: The business	Topic: The business	Topic: Working business and	Topic: Working	Topic: Working	Topic:
NESS	environment	environment	marketing and market	business and marketing	business and marketing	
EC			research	and market research	and market research	Substantive
	Substantive Knowledge:	Substantive Knowledge:				Knowledge:
			Substantive Knowledge:	Substantive Knowledge:	Substantive Knowledge:	
	Types of business and their	Stakeholders;	Marketing -	Marketing -	Marketing -	Disciplinary
	objectives; Functional areas	External influences	Understand the role of marketing	Know the constraints on	To validate and present	Knowledge:
	Organisational structures	Businesses plan; Business Performance	in a business	marketing	market research findings	
	Financial information	Business Performance	Working in Business –	Carry out Market Research for business opportunities	Working in Business –	Coursework catch
	Tindicial information		Understand protocols to be	business opportunities	Understand how to	up
	Disciplinary Knowledge:	Disciplinary Knowledge:	followed when working in	Working in Business –	communicate effectively	
	Analysis	Analysis	business;	Be able to use business	with stakeholders.	
	Application	Application	Understand the factors that	documents;	Revision	
	Evaluation	Evaluation	influence the arrangement of	Be able to prioritise business		
	Calculation and data	Calculation and data	business meetings;	tasks;	Disciplinary Knowledge:	
	interpretation	interpretation		Understand how to communicate effectively with		
			Disciplinary Knowledge:	stakeholders.	Drafting	
	marketing and market	marketing and market		stakerioiders.	Presentation skills	
	research (EHJ)	research (EHJ)	Drafting	Disciplinary Knowledge:	IT Document Creation Analysis	
			Presentation skills	Discipilitary Knowledge.	Application	
	Disciplinary Knowledge:	Disciplinary Knowledge:	IT Document Creation Analysis	Drafting	Evaluation	
			Application	Presentation skills	Calculation and data	
	Drafting	Drafting	Evaluation	IT Document Creation	interpretation	
	Presentation skills	Presentation skills				

Analysis

Application Evaluation

Calculation and data

interpretation





	Application Evaluation Calculation and data interpretation Assessment point 1 MCQ assessment unit one Constant feedback and assessment for coursework	Application Evaluation Calculation and data interpretation Assessment point 2 MCQ assessment unit one Constant feedback and assessment for	Assessment point 3 MCQ assessment unit 1 Constant feedback and assessment for coursework	Assessment point 4 MCQ assessment unit 1/2 Constant feedback and assessment for coursework	Assessment point 5 Longer ans Assess Unit 1/2 Constant feedback and	Assessment point 6 Longer ans Assess Unit 1/2 Constant feedback
	elements throughout	coursework elements throughout	elements throughout	elements throughout	assessment for coursework elements throughout	and assessment for coursework elements throughout
		<b>7</b> 1 0 1				
13	Topic: Customers and	Topic: Customers and	Topic: Customers and	Topic: Customers and	Topic: Coursework catch	
BUSINESS CTEC	Communication	Communication	Communication	Communication	up after external	
CIEC	Project Management	Project Management	Project Management	Project Management	moderation	
	Substantive Knowledge: Customers and	Substantive Knowledge: Customers and	Substantive Knowledge: Customers and	Substantive Knowledge: Customers and	Substantive Knowledge:	
	communication:	Communication	Communication	Communication	Disciplinary Knowledge:	
	Who customers are and their importance to businesses;	How to communicate with customers;	To be able to establish a rapport with customers	Conveying messages for business purposes;	Drafting	
	importance to businesses,	customers,	through non-verbal and	The constraints and issues that	Presentation skills	
	<u>Project Management –</u>	<u>Project Management –</u>	verbal communication skills;	affect the sharing, storing and use of information for business	Interview skills IT Document Creation	
	What are the skills of a project manager	What are the skills of a project manager Stages of project management	Project Management –	communication.  Project Management –	Analysis Application Evaluation	
	Disciplinary Knowledge:	Stages of project management	What are the skills of a project manager	rioject Wanagement –	Calculation and data	
	Drafting Knowledge.	Disciplinary Knowledge:	Stages of project	What are the skills of a project	interpretation	
	Presentation skills	Drafting	management	manager	e. p. etation	
	Interview skills	Presentation skills	Initiating and planning a	Stages of project management Initiating and planning a		
	IT Document Creation Analysis	Interview skills IT Document Creation	project	project		
	Analysis Application	Analysis		Evaluating a project, managing		
	Evaluation	Application	Disciplinary Knowledge:	risks and contingency planning		
	Calculation and data	Evaluation	Drafting			
	interpretation	Calculation and data interpretation	Presentation skills	Disciplinary Knowledge:		
		interpretation	Interview skills IT Document Creation	Drafting Presentation skills		
			Analysis	Interview skills		
			Application	IT Document Creation		
			Evaluation	Analysis		



Motivation;

interpretation



			Calculation and data interpretation	Application Evaluation Calculation and data interpretation		
	Assessment point 1	Assessment point 2	Assessment point 3	Assessment point 4	Assessment point 5	Assessment point 6
	Constant feedback and assessment for coursework elements throughout no exams left in course	Constant feedback and assessment for coursework elements throughout no exams left in course	Constant feedback and	Constant feedback and assessment for coursework elements throughout no exams left in course	Constant feedback and assessment for coursework elements throughout no exams left in course	
	A LEVEL BUSINESS ROUTE (ED	DEXCEL)				
12	Topic: What is	Topic: What is	Topic: Marketing and	Topic: Marketing and	Topic: Finance	Topic: Finance
BUSINESS	business? Leadership and	business? and Leadership	Leadership and Management	Leadership and	and Business operations	Strategic Direction
A LEVEL	Management	and Management	Operations	Management		
	Human Resources	Human Resources	•	Operations	Substantive Knowledge:	Substantive
			Substantive Knowledge:		<u>Finance –</u>	Knowledge:
	Substantive Knowledge:		_	Substantive Knowledge:	Financial Objectives;	<u>Finance –</u>
	What is Business -	Substantive Knowledge:	Leadership & Management-	Marketing –	Sources of Finance.	Budgets;
	Understand the nature and		Management, leadership and	Place		Cash Flow;
	purpose of business;	What is Business -	Decision Making inc Theorists;	Extended marketing mix	Operations –	Break even;
	Business Objectives;	Understand the nature and	Management Decision Making;	Coherent marketing mix	Operational Efficiency;	Profitability;
	Business Ownership;	purpose of business;	Stakeholders.		Quality; Supply Chains.	Strategic Direction –
	Influences on costs and demand.	Business Objectives;		Operations –	Supply Chains.	Strategic Direction;
	Leadership & Management-	Business Ownership;	<u>Marketing –</u> Setting Marketing Objectives;	Operational Efficiency;	Disciplinary Knowledge:	Ansoffs Matrix
	Management, leadership and	Influences on costs and demand.	Value of secondary and primary	Quality;	Analysis	Strategic Positioning;
	Decision Making inc Theorists;	demand.	market research;	Supply Chains.	Application	Strategic Methods;
	Management Decision Making;	Leadership & Management-	Interpretation of marketing data;		Evaluation	Analysing the Strategic
	Stakeholders.	Management, leadership	Price and Income Elasticity;	Disciplinary Knowledge:	Calculation and data	Position of a business
		and Decision Making inc	Segmentation, targeting and	Analysis	interpretation	intro.
	<u>HR –</u>	Theorists;	Positioning;	Application		
	HR Objectives;	Management Decision	The Marketing Mix;	Evaluation		
	HR Data;	Making;	Pricing Decisions and The	Calculation and data		Disciplinary
	Disciplinary Knowledge:	Stakeholders.	Promotional Mix	interpretation		Knowledge:
	Analysis		Operations –			Analysis
	Application	HR – Job Design and	Operational Objectives;			Application Evaluation
	Evaluation	Organisational Design;	Operational Data;			Calculation and data
	Calculation and data	Managing the HR Flow;				interpretation
	interpretation	Motivation:				





		Employee and Employer Relations.  Disciplinary Knowledge: Analysis Application Evaluation Calculation and data interpretation	Disciplinary Knowledge: Analysis Application Evaluation Calculation and data interpretation			
	Assessment point 1	Assessment point 2	Assessment point 3	Assessment point 4	Assessment point 5	Assessment point 6
	Short assessment including	Short assessment	Short assessment including	Short assessment including	Short assessment	Short assessment
	AO1 AO2 and AO3 – MCQ	including AO1 AO2 and	AO1 AO2 and AO3 – MCQ	AO1 AO2 and AO3 – MCQ	including AO1 AO2 and	including AO1 AO2
	and short answer	AO3 – MCQ and short	and longer answer	and longer answer	AO3 – MCQ and longer	and AO3 – MCQ and
		answer			answer	longer answer
13	Topic: Analysing the	Topic: Analysing the	Topic: Strategic methods	Topic: Strategic methods	Topic: Revision	Topic: Revision
BUSINESS	strategic position	strategic position		·	•	·
A LEVEL			Managing strategic change	Managing strategic change	Substantive Knowledge:	Substantive
	Substantive Knowledge:	Substantive Knowledge:				Knowledge:
			Substantive Knowledge:	Substantive Knowledge:	Disciplinary Knowledge:	
	Political and legal	Social & technological	Assessing change in scale	Assessing Internationalisation		Disciplinary
	Economic climate	Competitive environment	Assessing Innovation	Assessing use of technology		Knowledge:
	Corporate objectives	Financial ratio analysis	Managing strategic change-			
	Financial making analysis	Overall performance	Causes of and pressures for	Managing Organisational		
	Financial ratio analysis	Investment appraisal	change;	<u>Culture –</u>		
			Lewin's Force Field Analysis;	The importance of		
	Disciplinary Knowledge:	Disciplinary Knowledge:	The Value of Change and a flexible Organisation;	Organisational Culture; Hofstede's National Culture;		
	Analysis	Analysis	Barriers to Change and how to	Influences on Organisational		
	Application	Application	overcome them.	Culture;		
	Evaluation	Evaluation		The reasons for and problems		
	Calculation and data	Calculation and data	Disciplinary Knowledge:	in changing organisational		
	interpretation	interpretation	Analysis	culture;		
			Application			



12 A LEVEL

Economic resources

Scarcity

Demand

PED, YED, XED

# Business and Economics Curriculum Overview



		Evaluation Calculation and data interpretation	Disciplinary Knowledge: Analysis Application Evaluation Calculation and data interpretation		
Assessment point 1 Short assessment including AO1 AO2 and AO3 – MCQ and longer answer	Assessment point 2 Short assessment including AO1 AO2 and AO3 – MCQ and longer answer	Assessment point 3 Short assessment including AO1 AO2 and AO3 – MCQ and longer answer	Assessment point 4 Short assessment including AO1 AO2 and AO3 – MCQ and longer answer	Assessment point 5 Short assessment including AO1 AO2 and AO3 – MCQ and longer answer	Assessment point 6 Short assessment including AO1 AO2 and AO3 – MCQ and longer answer
ECONOMICS A LEVEL ROUTE (	(EDEXCEL)				
Topic:	Topic:	Topic:	Topic:	Topic:	Topic:
Macro: The Measurement of	Macro: The	Macro: Economic	Macro: Economic	Macroeconomic Policy	<b>Macro</b> economic
Macro Performance	Measurement of Macro	Performance	Performance	Micro: Distribution of	Policy
Micro: Economic	Performance and how the	Micro: Market Failure	Micro: Market Failure	income and wealth	Micro: Individual
Methodology and the	macro economy works				economic decision
economic problem	Micro: Price	Substantive Knowledge:	Substantive Knowledge:	Substantive Knowledge:	making
	determination	Macro Performance:	Employment and	Monetary Policy	Substantivo
Substantive Knowledge:	Substantive Knowledge:	Economic Growth, Price Stability	Unemployment; Balance of Payments and Conflicts	Fiscal Policy	Substantive Knowledge:
Macro Objectives	Macro Uses of Index	Stability	between objectives.	Distribution of income	Fiscal Policy and
Macro Indicators	Numbers	Price allocation	Detricen objectives.	and wealth	Supply Side Policies
	How the Macro Economy	Market failure	Merit and demerit goods	Problem of poverty	
Economic methodology	Works – Circular Flow of	Public goods	Market imperfections	Government policies	Consumer behaviour
Nature and purpose of	Income; AD/AS	Externalities	Government intervention	· ·	Imperfect
economic activity		Marginal analysis	Competition policy	Disciplinary Knowledge:	information
· ·					

Environmental market failure

Public ownership,

privatisation, regulation

Analysis Application

Behavioural

economic theory



## Business and Economics Curriculum Overview



Disciplinary Knowledge: Analysis Application Evaluation Calculation and data interpretation	Supply PES Equilibrium Interrelationship between markets  Disciplinary Knowledge: Analysis Application Evaluation Calculation and data interpretation	Disciplinary Knowledge: Analysis Application Evaluation Calculation and data interpretation	Government failure  Disciplinary Knowledge: Analysis Application Evaluation Calculation and data interpretation	Evaluation Calculation and data interpretation	Behavioural economics and policies  Disciplinary Knowledge: Analysis Application Evaluation Calculation and data interpretation
Assessment point 1 Short assessment including AO1 AO2 and AO3 – MCQ and short answer	Assessment point 2 Short assessment including AO1 AO2 and AO3 – MCQ and longer answer	Assessment point 3 Short assessment including AO1 AO2 and AO3 – MCQ and longer answer	Assessment point 4 Short assessment including AO1 AO2 and AO3 – MCQ and longer answer	Assessment point 5 Short assessment including AO1 AO2 and AO3 – MCQ and longer answer	Assessment point 6 Short assessment including AO1 AO2 and AO3 – MCQ and longer answer
Topic: The Measurement of Macro Performance and how the Macro Economy Works  Micro Production, costs and revenue  Substantive Knowledge: Macro Objectives Macro Indicators Macro Uses of Index Numbers How the Macro Economy Works – Circular Flow of Income; AD/AS  Production and productivity Specialisation Costs of production	Topic: Macro: Economic Performance  Micro Perfect competition, imperfectly competitive markets and monopoly  Substantive Knowledge: Macro Performance: Economic Growth, Price Stability and Employment and Unemployment; Balance of Payments and Conflicts between objectives.  Market structures Objectives of firms Perfect competition	Topic: Macro- Banks and Financial Markets  Micro Perfect competition, imperfectly competitive markets and monopoly  Substantive Knowledge: Macro – Banks, central banks and financial Markets. Monetary Policy, Fiscal Policy and Supply Side Policies.  Monopoly and monopoly power Price discrimination Contestable markets Market structure Competitive market process	Topic: Macro – Globalisation, Trade and the Balance of Payments  Micro Labour market  Substantive Knowledge: Macro: Globalisation, International Trade and WTO  Demand for labour Supply of labour Wage differentials Wage rates in perfectly competitive and imperfectly competitive markets Trade unions NMW	Topic: Macro — Globalisation, Trade and the Balance of Payments  Micro: revision  Substantive Knowledge: Macro; Exchange Rates, Balance of Payments and Economic Growth and Development  Disciplinary Knowledge: Analysis Application Evaluation Calculation and data interpretation	Topic: Revision  Substantive Knowledge:  Disciplinary Knowledge: Analysis Application Evaluation Calculation and data interpretation

13 A LEVEL





Diminishing returns and returns to scale Economies of scale and diseconomies Revenue theory Technological change  Disciplinary Knowledge: Analysis Application Evaluation Calculation and data interpretation	Monopolistic competition Oligopolistic markets  Disciplinary Knowledge: Analysis Application Evaluation Calculation and data interpretation	Disciplinary Knowledge: Analysis Application Evaluation Calculation and data interpretation	Discrimination in the labour market  Disciplinary Knowledge: Analysis Application Evaluation Calculation and data interpretation		
Assessment point 1	Assessment point 2	Assessment point 3	Assessment point 4	Assessment point 5	Assessment point 6
Short assessment including	Short assessment	Short assessment including	Short assessment including	Short assessment	Short assessment
AO1 AO2 and AO3 – MCQ	including AO1 AO2 and	AO1 AO2 and AO3 – MCQ	AO1 AO2 and AO3 – MCQ	including AO1 AO2 and	including AO1 AO2
and longer answer	AO3 – MCQ and longer	and longer answer	and longer answer	AO3 – MCQ and longer	and AO3 – MCQ and
	answer			answer	longer answer