



Business and Economics Curriculum Overview



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



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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 PATHWAY					
<p>12 BUSINESS CTEC</p> <p>Topic: The business environment</p> <p>Substantive Knowledge:</p> <p>Types of business and their objectives; Functional areas Organisational structures Financial information</p> <p>Disciplinary Knowledge:</p> <p>Analysis Application Evaluation Calculation and data interpretation</p> <p>marketing and market research (EHJ)</p> <p>Disciplinary Knowledge:</p> <p>Drafting Presentation skills IT Document Creation Analysis</p>	<p>Topic: The business environment</p> <p>Substantive Knowledge:</p> <p>Stakeholders; External influences Businesses plan; Business Performance</p> <p>Disciplinary Knowledge:</p> <p>Analysis Application Evaluation Calculation and data interpretation</p> <p>marketing and market research (EHJ)</p> <p>Disciplinary Knowledge:</p> <p>Drafting Presentation skills IT Document Creation Analysis</p>	<p>Topic: Working business and marketing and market research</p> <p>Substantive Knowledge:</p> <p><u>Marketing -</u> Understand the role of marketing in a business</p> <p><u>Working in Business –</u> Understand protocols to be followed when working in business; Understand the factors that influence the arrangement of business meetings;</p> <p>Disciplinary Knowledge:</p> <p>Drafting Presentation skills IT Document Creation Analysis Application Evaluation Calculation and data interpretation</p>	<p>Topic: Working business and marketing and market research</p> <p>Substantive Knowledge:</p> <p><u>Marketing -</u> Know the constraints on marketing Carry out Market Research for business opportunities</p> <p><u>Working in Business –</u> Be able to use business documents; Be able to prioritise business tasks; Understand how to communicate effectively with stakeholders.</p> <p>Disciplinary Knowledge:</p> <p>Drafting Presentation skills IT Document Creation Analysis Application Evaluation</p>	<p>Topic: Working business and marketing and market research</p> <p>Substantive Knowledge:</p> <p><u>Marketing -</u> To validate and present market research findings</p> <p><u>Working in Business –</u> Understand how to communicate effectively with stakeholders. Revision</p> <p>Disciplinary Knowledge:</p> <p>Drafting Presentation skills IT Document Creation Analysis Application Evaluation Calculation and data interpretation</p>	<p>Topic:</p> <p>Substantive Knowledge:</p> <p>Disciplinary Knowledge:</p> <p>Coursework catch up</p>



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



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



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



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		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)						
12 A LEVEL	<p>Topic: Macro: The Measurement of Macro Performance Micro: Economic Methodology and the economic problem</p> <p>Substantive Knowledge: Macro Objectives Macro Indicators</p> <p>Economic methodology Nature and purpose of economic activity Economic resources Scarcity</p>	<p>Topic: Macro: The Measurement of Macro Performance and how the macro economy works Micro: Price determination</p> <p>Substantive Knowledge: Macro Uses of Index Numbers How the Macro Economy Works – Circular Flow of Income; AD/AS</p> <p>Demand PED, YED, XED</p>	<p>Topic: Macro: Economic Performance Micro: Market Failure</p> <p>Substantive Knowledge: Macro Performance: Economic Growth, Price Stability</p> <p>Price allocation Market failure Public goods Externalities Marginal analysis Environmental market failure</p>	<p>Topic: Macro: Economic Performance Micro: Market Failure</p> <p>Substantive Knowledge: Employment and Unemployment; Balance of Payments and Conflicts between objectives.</p> <p>Merit and demerit goods Market imperfections Government intervention Competition policy Public ownership, privatisation, regulation</p>	<p>Topic: Macroeconomic Policy Micro: Distribution of income and wealth</p> <p>Substantive Knowledge: Monetary Policy Fiscal Policy</p> <p>Distribution of income and wealth Problem of poverty Government policies</p> <p>Disciplinary Knowledge: Analysis Application</p>	<p>Topic: Macroeconomic Policy Micro: Individual economic decision making</p> <p>Substantive Knowledge: Fiscal Policy and Supply Side Policies</p> <p>Consumer behaviour Imperfect information Behavioural economic theory</p>



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

