

Curriculum Overview: Business and Economics

Subject	Focus	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 10 GCSE Business	Topic	Topic 1.1 Enterprise and entrepreneurship Topic 1.2 Spotting a business opportunity Topic 1.5 Understanding external influences on business	Topic 1.3 Putting a business idea into practice Topic 1.5 Understanding external influences on business	Topic 1.3 Putting a business idea into practice Topic 1.4 Making the business effective Topic 1.5 Understanding external influences on business	Topic 1.4 Making the business effective Topic 2.2 Making marketing decisions Topic 1.5 Understanding external influences on business	Topic 1.4 Making the business effective	Exam Revision and practice, Progress exams, Feedback, Synoptic project work and introducing Year 11 Content
	Key/Concepts/Ideas	Enterprise and entrepreneurship Starting a business	Finance	Finance Marketing	Stakeholders and the economy Marketing	Marketing Business plans	Revision and synoptic group tasks
	Key Skills	Creative thinking Evaluating risk and reward Market research	Calculating and understanding finance	Creative promotion	Analysis of marketing techniques, evaluating options	Analysis of business theory, justification of options	Exam technique
	Key Terms / Vocab	Entrepreneurs Competitive advantage Risk and rewards Customer wants and needs Adding Value USP Market Research Qualitative and Quantitative data	Aims and objectives Costs, Revenue and Profit Break-even Cash Flow Insolvency Capital	Limited and Unlimited Liability Franchising Proximity	Price Product Promotion Place Stakeholders E-Commerce Legislation Exports Recession Inflation Unemployment	Business Plan	

	Independent Learning/ Wider Reading	Researching Entrepreneurs	Bin Business/T-Shirt Project	Independent Learning Workbooks	Independent Learning Workbooks	Making your own business plan	
	Assessment	1.1, 1.2 MCQ's End of HT Assessment on 1.1-1.2 MCQ's and Short answers	1.3 MCQ's 1.5.1, 1.5.2., 1.5.3 MCQ's	1.3, 1.4 MCQ's 1.5.4 MCQ's End of HT Assessment on 1.3	1.4 MCQs 1.5 Assessment End of HT assessment on Marketing	Synoptic assessments	Progress Exams
	Careers Links	Local Entrepreneurs And Small Businesses	Local Entrepreneurs And Small Businesses	Local Entrepreneurs And Small Businesses	Local Entrepreneurs And Small Businesses	Local Entrepreneurs And Small Businesses	

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Year 11 GCSE Business	Topic	Topic 2.1 Growing the business Topic 1.5 Understanding external influences on business	Topic 2.1 Growing the business Topic 2.3 Making operational decisions	Topic 2.3 Making operational decisions Topic 2.4 Making financial decisions	Topic 2.5 Making human resource decisions	GCSE Exam preparation: Recapping key topics, practice examination papers	GCSE Exam preparation: Recapping key topics, practice examination papers
	Key/Concepts/Ideas	Globalisation, Ethics and the environment	Production methods, design, logistics	Quality, design, Ratio analysis and using financial information	Organisational structure, recruitment, and motivation	Making synoptic links across all topics	Making synoptic links across all topics
	Key Skills	Ethical judgements and analysis of growth methods	Quantitative skills, working with data, creativity	Ratio analysis and interpreting financial data	Recruitment training and motivation	Exam skills	Exam skills
	Key Terms / Vocab	Mergers and Takeovers Public Limited Companies	Globalisation Ethics Sustainability Productivity Job, Batch and Flow Production	Automation Just-in-time Logistics Procurement Quality Control and Assurance Sales Process Average rate of return Gross and Net Profit Margins	Centralised/ Decentralised Flat/ Hierarchical Communication Flexible Working Recruitment Training Motivation		
	Independent Learning/ Wider Reading	Seneca Independent Learning books	Seneca Independent Learning books	Seneca Independent Learning books	Seneca Independent Learning books		
	Assessment	End of HT Assessment: Growth,	Year 11 Mocks	2.3 and 2.4 Assessment	2.5 Topic Assessment Year 11 Mock Paper 2	Synoptic Assessments	GCSE Exam

		Objectives and Ethics					
	Careers Links	Business Growth and careers	Careers in Operations	Careers in finance	Human Resource-Preparing for the recruitment process including documents		

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Year 12 A-Level Business	Topic	1.1 Meeting customer needs 1.5 Entrepreneurs and leaders 2.1 Raising finance 2.2 Financial planning 2.3 Managing finance	1.2 The Market 2.2 Financial planning	1.3 Marketing mix and strategy 2.4 Resource management	1.4 Managing people 2.5 External influences	1.4 Managing people Teacher 2 to complete exam practice and start Year 13 Content	Progress Exam Practice and revision
	Key/Concepts/Ideas	Meeting customer needs Finance	Understanding the market Finance	Marketing	Human resources External influence	Human resources Entrepreneurship	
	Key Skills	Financial planning	Financial planning	Creative marketing Resource management	Recruitment process	Leadership	
	Key Terms / Vocab	Aims and Objectives Entrepreneurs Internal/External Finance Liability	Supply and Demand Elasticity Sales, Costs, Revenue and Profit Breakeven Liquidity	Product Branding / Promotion Pricing Distribution Production, Productivity Capacity Quality	Economic Influences Legislation Training, Recruitment and Selection	Organisational Design Motivation Leadership	
	Independent Learning/ Wider Reading			Boston Matrix Porter Ansoff		Maslow Hertzberg Taylor Mayo	
	Assessment	Market Research timed essay	End of half term assessment	Mocks	End of half term assessment	Synoptic Assessments	Progress Exams

		Factors affecting demand essay					
	Careers Links	Entrepreneurs, Starting and financing a business	Understanding finance	Marketing	Human Resources and the recruitment process	Organisational Structure, Motivation and leadership	

Subject	Focus	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
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Year 13 A-Level Business	Topic	3.1 Business objectives and strategy 4.1 Globalisation	3.2 Business growth 4.2 Global markets and business expansion	3.3 Decision-making techniques 4.3 Global marketing	3.4 Influences on business decisions 4.4 Global industries and companies (multinational corporations)	3.5 Assessing competitiveness 3.6 Managing change	3.6 Managing change Revision and exam practice
	Key/Concepts/Ideas	Corporate objective and influences Ethics Globalisation and international Trade	Mergers and Takeovers, Organic Growth Global Competitiveness Conditions for trade Cultural and Social Issues	Cultural and Social Issues Niche Markets Sales forecasting Investment Appraisal Decision Trees CPA	Global Industries and Companies	Interpreting Financial Statements Ratio Analysis Human Resources	Scenario Planning
	Key Skills	Supported Decision making Understanding global factors	Researching and analysing data, supported judgement	Supported decision making and evaluative judgement	Supported decision making Ethics	Analysing data Financial Skills	
	Key Terms / Vocab	Corporate objectives Protectionism Trade Blocs	Mergers and takeovers Organic Growth Global mergers and joint ventures Global Competitiveness	Niche Market Marketing	MNC's Ethics Shareholders Stakeholders	Ratio Analysis Critical Path Profit and Loss Balance Sheet	
	Independent Learning/ Wider Reading	Porters, Ansoff, Boston Matrix	Researching Global Markets	Exam Questions	Exam Questions	Exam Questions	Exam Questions
	Assessment	3.1 Assessment 4.1 Assessment	3.2. Assessment 4.2 Assessment	Mocks	Paper 3 Assessment	Synoptic Assessments	A-Level assessments
	Careers Links	Understanding business strategy and	Understanding growing businesses and	Decision making in business	Decision making in business,	Assessing performance	

		global businesses	global businesses		Multinational Companies	across functional areas	
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Subject	Focus	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
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Year 12 BTEC Business	Topic	Unit 1 – Exploring Business Unit 2 – Developing a marketing Campaign Unit 8 – Recruitment and Selection Process Unit 19 – Pitching for a new business & Young Enterprise	Unit 1 – Exploring Business Unit 2 – Developing a marketing Campaign Unit 8 – Recruitment and Selection Process Unit 19 – Pitching for a new business & Young Enterprise	Unit 4 - Managing an event Unit 3 – Personal and Business Finance Unit 20- Investigating Corporate Social Responsibility Unit 19 – Pitching for a new business & Young Enterprise	Unit 4 - Managing an event Unit 3 – Personal and Business Finance Unit 20- Investigating Corporate Social Responsibility Unit 19 – Pitching for a new business & Young Enterprise	Unit 4 - Managing an event Unit 3 – Personal and Business Finance Unit 20- Investigating Corporate Social Responsibility Unit 19 – Pitching for a new business & Young Enterprise	Unit 4 - Managing an event Unit 9 or 16 Unit 19 – Pitching for a new business & Young Enterprise
	Key/Concepts/Ideas	Business Success, External Environment, Markets, Innovation and enterprise How a marketing campaign is developed The recruitment process Pitching for a business idea	Business Success, External Environment, Markets, Innovation and enterprise How a marketing campaign is developed The recruitment process Pitching for a business idea	Planning and managing an event Personal and Business Finance CSR	Planning and managing an event Personal and Business Finance CSR	Planning and managing an event Personal and Business Finance CSR	

	Key Skills	Extended Writing Research Vocational Context Team/Group assignments	Extended Writing Research Vocational Context Team/Group assignments	Extended Writing Research Vocational Context Team/Group assignments Finance skills	Extended Writing Research Vocational Context Team/Group assignments	Extended Writing Research Vocational Context Team/Group assignments	
	Key Terms / Vocab	SWOT, PESTLE, Porters, 5 C's, Supply, demand, Market Structures Micro Business	Understanding business, Marketing The recruitment process Pitching business ideas	Accounting Sources of finance Breakeven/Cashflow Ratio Analysis Income Statement Balance sheet	Stakeholders CSR Environment Ethics		
	Independent Learning/ Wider Reading	Coursework, Group Tasks Presentations, Building Portfolios Events	Coursework, Group Tasks Presentations, Building Portfolios Events	Coursework, Group Tasks Presentations, Building Portfolios Events	Coursework, Group Tasks Presentations, Building Portfolios Events	Coursework, Group Tasks Presentations, Building Portfolios Events	Coursework, Group Tasks Presentations, Building Portfolios Events
	Assessment	Internal assessments	Internal assessments	Internal assessments Unit 2 External assessment	Internal assessments	Internal assessments	Internal assessments Unit 3 External assessment
	Careers Links	Understanding business, Marketing The recruitment process Pitching business ideas	Understanding business, Marketing The recruitment process Pitching business ideas	Event planning Finance Speaker in to explain their Hog Roast Company	Event Planning Finance	Event Planning Finance	Visual Merchandising

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Year 13 BTEC Business	Topic	Unit 5 – International Business	Unit 5 – International Business	Unit 5 – International Business	Unit 9 – Team Building in Business	Unit 9 – Team Building in Business	
		Unit 6- Principles of Management	Unit 6- Principles of Management	Unit 6- Principles of Management	Unit 16 – Visual Merchandising	Unit 16 – Visual Merchandising	
		Unit 7- Business Decision Making	Unit 7- Business Decision Making	Unit 7- Business Decision Making	Unit 28 - Branding	Unit 28 - Branding	
		Unit 9 – Team Building in Business	Unit 9 – Team Building in Business	Unit 9 – Team Building in Business			
				Unit 16 – Visual Merchandising			
	Key/Concepts/Ideas	International Business, Globalisation Trading Blocs External Influences Cultural Factors Management and Leadership Business decision making Team working	International Business, Globalisation Trading Blocs External Influences Cultural Factors Management and Leadership Business decision making Team working	International Business, Globalisation Trading Blocs External Influences Cultural Factors Management and Leadership Business decision making Team working	Visual Merchandising Creating and developing a brand	Visual Merchandising Creating and developing a brand	
	Key Skills	Extended Writing Research Vocational Context	Extended Writing Research Vocational Context	Extended Writing Research Vocational Context	Extended Writing Research Vocational Context	Extended Writing Research Vocational Context	

		Team/Group assignments	Team/Group assignments	Team/Group assignments	Team/Group assignments Creativity and design	Team/Group assignments Creativity and design	
	Key Terms / Vocab	Globalisation, International Trade Leadership and Management	Globalisation, International Trade Leadership and Management	Globalisation, International Trade Leadership and Management			
	Independent Learning/ Wider Reading	Coursework, Group Tasks Presentations, Building Portfolios Events	Coursework, Group Tasks Presentations, Building Portfolios Events	Coursework, Group Tasks Presentations, Building Portfolios Events	Coursework, Group Tasks Presentations, Building Portfolios Events	Coursework, Group Tasks Presentations, Building Portfolios Events	
	Assessment	Internal assessments	Internal assessments	Internal assessments Unit 6 and 7 external assessments Resits	Internal assessments	Internal assessments	Internal assessments And Resits
	Careers Links	Understanding international business Management Decision Making Team working	Understanding international business Management Decision Making Team working	Understanding international business Management Decision Making Team working	Careers in branding and visual merchandising	Careers in branding and visual merchandising	

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Year 12 Economics	Topic	1.1 Nature of economics	1.1 How markets work	1.3 Market failure 1.4	1.4 Government intervention	2.6 Macroeconomic	4.1 International

		2.1 Measures of economic performance	2.1 Measures of economic performance 2.2 Aggregate demand (AD) 2.3 Aggregate supply (AS)	Government intervention 2.3 Aggregate supply (AS) 2.4 National income	2.5 Economic growth	objectives and policies 3.1. Business Growth	economics: Globalisation Revision and Progress Exams
	Key/Concepts/Ideas	Economic problem, Specialisation, types of economies, macroeconomic indicators	Supply, Demand and elasticities Price mechanism Aggregate Demand and Supply	Types of market failure and diagrams AD-AS and the multiplier	Government intervention and failure to correct market failures Growth strategies	Demand and supply-side policies Types of growth	Globalisation
	Key Skills	Critical judgement Using Data	Diagrams Using Data	Diagrams and Analysis Research Group work	Analysis and evaluation of intervention, diagrams and data	Using case studies Analysis, Evaluation and application of policies in context	Exam skills
	Key Terms / Vocab	Positive/Normative Specialisation/ Division of labour Growth Inflation Unemployment Balance of payments	Elasticity, Supply and demand Consumer/producer surplus Aggregate demand and supply Taxes and subsidies	Externalities The Multiplier Public goods	Government intervention Government Failure Trade cycle Output gaps	Fiscal policy Monetary Policy Supply-side policies	
	Independent Learning/ Wider Reading	Exam Questions Packs Adam Smith Hayek Marx	Exam Questions Packs	Exam Questions Packs Group presentations	Exam Questions Packs	Exam Questions Packs	Exam Questions Packs

		Hans Rosling Ha-Joon Chang					MCQ Assessments
	Assessment	MCQ's 1.1 2.1 Economic Growth assessment	1.1 Assessment 2.1 Macro indicators assessment	Mocks Presentations	Half term assessment	Market Failure assessment Policies assessment	Progress exams
	Careers Links	Data analysis			Public sector roles	Public sector roles	

Subject	Focus	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 13 Economics	Topic	3.1 Business growth 3.2 Business	3.3 Revenues, costs and profits	3.4 Market structures 4.3 Emerging and	3.4 Market structures	3.6 Government intervention	Paper 3 Revision and Preparation

		objectives 4.1 International economics	4.1 International economics 4.2 Poverty and inequality	developing economies 4.4 The financial sector	3.5 Labour market 4.4 The financial sector 4.5 Role of the state in the macroeconomy	4.5.4 Macroeconomic policies in a global context Paper 3 Revision and preparation	
	Key/Concepts/Ideas	Size and types of firms, growth and demergers Globalisation, specialisation, Trade blocs and restrictions on trade, exchange rates	Costs, Revenues, Profits Absolute and relative poverty, income and wealth inequality	Efficiency, price and output of market structures Factors affecting growth and development, strategies for growth and development	Supply and demand for labour and wages The role of financial markets and market failure Public expenditure and tax	Government intervention and impact Fiscal, Monetary and supply-side policies in a global context	
	Key Skills	Diagrammatic analysis Using Data and case studies for application Critical evaluation	Diagrammatic analysis Using Data and case studies for application Critical evaluation	Diagrammatic analysis Using Data and case studies for application Critical evaluation	Diagrammatic analysis Using Data and case studies for application Critical evaluation	Diagrammatic analysis Using Data and case studies for application Critical evaluation	
	Key Terms / Vocab	Demergers Satisficing Conglomerates Principle-agent	Economies, diseconomies of scale, Supernormal profits	Monopoly Oligopoly Monopsony Contestability HDI Primary product dependency, interventionist and market	Wage determination Asymmetric information, moral hazard Equities Public expenditure	Intervention, regulation Regulatory capture Transnationals	

				orientated strategies			
	Independent Learning/ Wider Reading	Exam Questions Packs MCQ Assessments DIY Work Ha-Joon chang	Exam Questions Packs MCQ Assessments DIY Work Wilkinson and Pickett, Thomas Picketty Gini, Lorenz	Exam Questions Packs MCQ Assessments DIY Work Bannerjee and Duflo	Exam Questions Packs MCQ Assessments DIY Work Phil Coggan The Big Short	Exam Questions Packs MCQ Assessments DIY Work	Exam Questions Packs MCQ Assessments DIY Work
	Assessment	3.1 Growth and Objectives assessment 4.1 Globalisation Assessment	3.3 Assessment 4.1 Assessment	A-Level Mocks Year 12+: 3.1-3.3 4.1-4.2	Paper 3 Mock	Synoptic Assessments	A-Level Exams
	Careers Links						