

**Business at Samuel Whitbread Academy**  
**Curriculum Sequencing**

Year 12:

Teacher 1:

Course	Year	Term	Big Ideas	Subject Learning Checklist
<b>A Level Business Studies</b>	<b>12</b>	<b>Term 1</b> 35 hours	Marketing and People	<p><b><u>1.5 Entrepreneurs and leaders</u></b>            1.5.1 Role of an entrepreneur            What entrepreneurs do            Problems and barriers they face</p> <p>1.5.2 Entrepreneurial motives and characteristics            Characteristics and skills            Motivations for becoming an entrepreneur</p> <p>1.5.3 Business objectives            Introduction – what is a business and why start one?            Outline and examples of objectives</p> <p>1.5.4 Forms of business            Legal organisation and features            The factors that lead to these forms</p> <p>1.5.5 Business choices            Opportunity costs, choices and trade offs</p> <p><b><u>1.1 Meeting customer needs</u></b>            Introduction – what is a market?            1.1.1 The market            Mass markets and niche markets            Dynamic markets</p> <p>1.1.2 Market research</p>

				<p>Product and market orientation Methods of market research Uses and limitations of these methods Market segmentation from market research results</p> <p>1.1.3 Market positioning How businesses use market research information</p> <p><b><u>1.2 The Market</u></b></p> <p>1.2.1 Demand Introduction to the demand curve Discuss movement along and of the demand curve, and factors influencing this</p> <p>1.2.2 Supply Introduction to the supply curve Discuss movement along and of the supply curve, and factors influencing this</p> <p>1.2.3 Markets Combine work in demand and supply to illustrate price determination in a market</p> <p>1.2.4 Price elasticity of demand (PED) Calculation of PED Interpretation of PED and its importance to businesses</p> <p>1.2.5 Income elasticity of demand (YED) Calculation of YED Comparison contrast to PED Interpretation of YED and its importance to businesses</p>
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		<p><b>Term 2</b> 30 hours</p>	<p>Marketing and People</p>	<p><b><u>1.3 Marketing mix and strategy</u></b></p> <p>1.3.1 Product/service design Design mix and how this might change</p> <p>1.3.2 Branding and promotion Types of branding Building a brand and changes in branding Generic versus branded products</p> <p>1.3.2 Branding and promotion Types of promotion</p> <p>1.3.3 Pricing strategies Different strategies Changes in, and factors determining, these strategies</p> <p>1.3.4 Distribution Methods Changes in channels used</p> <p>1.3.5 Marketing strategy The product life cycle and extension strategies Boston Matrix Consumer behaviour How the marketing mix changes in response</p>
		<p><b>Term 3</b> 30 hours</p>	<p>Marketing and People</p>	<p><b><u>1.4 Managing people</u></b></p> <p>1.4.1 Approaches to staffing</p>

				<p>Individual and collective methods and approaches</p> <p>1.4.2 Recruitment, selection and training Methods Costs and benefits</p> <p>1.4.3 Organisation design Key features and terminology Strengths and weaknesses of different models</p> <p>1.4.4 Motivation in theory and practice Importance of motivation Motivation theories Financial and non-financial incentives</p> <p>1.4.5 Leadership Management and leadership Types/methods Links between leadership and motivation</p> <p><b>Revision and IPE Preperation</b></p>
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Teacher 2:

Course	Year	Term	Big Ideas	Subject Learning Checklist
A Level Business Studies	12	Term 1 24 hours	Managing Finance	<p><b><u>2.1 Raising finance</u></b>            2.1.1 Internal finance</p> <p>2.1.2 External finance            Sources and methods of finance            The distinction between the two</p> <p>2.1.3 Liability            Legal implications            Finance implications</p> <p>2.1.4 Planning            Business planning            Cash flow forecasts (as stand-alone and part of the business plan)            Use and limitations of cash flow forecasts</p> <p><b><u>2.2 Financial planning</u></b>            2.2.1 Sales forecasting            Sales forecasting purpose and factors influencing sales forecasts            Difficulties with forecasting</p> <p>2.2.2 Sales, revenue and costs            Calculation of sales revenue and volume, and link to sales forecasting data</p> <p>2.2.2 Sales, revenue and costs            Calculation of fixed and variable costs</p> <p>2.2.3 Break-even            Numerical calculation            Graphical presentation and interpretation</p>

				<p>Uses and limitations of break-even analysis</p> <p>2.2.4 Budgets Purpose and types of budgets Variance analysis Difficulties of budgeting</p>
		<p><b>Term 2</b> 24 hours</p>	<p>Managing Finance</p>	<p><b><u>2.3 Managing Finance</u></b></p> <p>2.3.1 Profit Calculation (and link to break-even) Statement of comprehensive income (profit and loss account) – introduction and key features</p> <p>2.3.2 Liquidity Statement of financial position (balance sheet) – introduction and key features Working capital (link to cash)</p> <p>2.3.3 Business failure Financial: link to cash, profit and liquidity Non-financial: link to the market and people</p> <p><b><u>2.4 Resource Management</u></b></p> <p>2.4.1 Production, productivity and efficiency Methods of production Productivity and efficiency</p> <p>2.4.2 Capacity utilisation Calculation, implications and ways of improving capacity utilisation</p> <p>2.4.3 Stock control Diagrams and key features Different methods and advantages gained from each</p> <p>2.4.4 Quality management</p>

				<p>Methods, costs and benefits</p> <p>Links between stock control and quality management</p>
		<p><b>Term 3</b></p> <p>24 Hours</p>	<p>Managing Finance</p>	<p><b><u>2.5 External Influences</u></b></p> <p>2.5.1 Economic influences</p> <p>Macroeconomic variables: inflation, exchange rates</p> <p>Economic policy: interest rates, taxation and government spending</p> <p>2.5.2 Legislation</p> <p>Different areas of businesses affected by legislation</p>

Year 13:

Teacher 1:

Course	Year	Term	Big Ideas	Subject Learning Checklist
A Level Business Studies	13	Term 1 28 hours	Business Decisions and Strategy	<p><b><u>3.1 Business Objectives and Strategy</u></b> 3.1.1 Corporate objectives Development and levels Critical appraisal of these and their presentation</p> <p>3.1.2 Theories of corporate strategy Ansoff, Porter, Boston Matrix Strategic and tactical decisions</p> <p>3.1.3 SWOT analysis</p> <p>3.1.4 Impact of external influences PESTLE analysis</p> <p><b><u>3.2 Business Growth</u></b> 3.2.1 Growth How and why businesses grow Problems of growth</p> <p>3.2.2 Mergers and takeovers Reasons Different categories/directions</p> <p>3.2.3 Organic growth Compare and contrast with mergers and takeovers, and reasons for staying small</p> <p>3.2.4 Reasons for staying small Links to new, highly competitive markets Avoidance of diseconomies of scale</p>



		<p><b>Term 2</b> 24 Hours</p>	<p><b>Business Decisions and Strategy &amp; Global Business</b></p>	<p><b><u>3.4 Influences on Business Decisions</u></b>  3.4.1 Corporate influences  The timescales on which businesses work  Influences on decision-making</p> <p>3.4.3 Shareholders versus stakeholders  Examples of stakeholders and their objectives  Influences on business objectives  Conflicts between stakeholders and stakeholders and the business</p> <p>3.4.2 Corporate culture  How culture is formed in relation to objectives, ethics, etc.  Categorising culture and assessing its strength</p> <p>3.4.4 Business ethics  Trade-offs between profit and ethics and how this relates to objectives</p> <p><b><u>4.3 Global Marketing</u></b>  4.3.1 Marketing  On a global scale  Strategic choices for different markets</p> <p>4.3.3 Cultural and social issues  Influences on marketing strategy</p> <p>4.3.4 Niche markets  Features and how these interact with cultural and social issues</p> <p><b><u>4.4 Global Industries and Companies</u></b>  4.4.1 The impact of MNCs  Local impacts versus national impacts</p>
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				<p>4.4.2 Ethics Ethical discussions raised by the activities of MNCs</p> <p>4.4.3 Controlling MNCs Possibilities and practicalities</p>
		<b>Term 3</b>	<b>Revision and Exam Preparation</b>	<b>Revision and Exam Preparation</b>

## Teacher 2

<b>Course</b>	<b>Year</b>	<b>Term</b>	<b>Big Ideas</b>	<b>Subject Learning Checklist</b>
A Level Business Studies	<b>13</b>	<b>Term 1</b> 35 hours	<b>Business Decisions and Strategy</b>	<p><b><u>3.3 Decision Marketing Techniques</u></b></p> <p>3.3.1 Quantitative sales forecasting Times series analysis calculations Uses and limitations of quantitative sales forecasting</p> <p>3.3.2 Investment appraisal Methods, calculation and interpretation Uses and limitations</p> <p>3.3.3 Decision trees Construction and interpretation Uses and limitations</p> <p>3.3.4 Critical Path Analysis Completion and interpretation Uses and limitations</p> <p><b><u>3.5 Assessing Competitiveness</u></b></p> <p>3.5.1 Interpretation of financial statements</p>

			<p>Statement of comprehensive income (profit and loss account) and statement of financial position (balance sheet)</p> <p>Stakeholder interest</p> <p>3.5.2 Ratio analysis Calculation and interpretation Uses and limitations</p> <p>3.5.3 Human resources Quantitative measures of HR performance</p> <p><b><u>3.6 Managing Change</u></b></p> <p>3.6.1 Causes and effects of change</p> <p>3.6.2 Key factors in change Link to topics covered within this theme</p> <p>3.6.3 Scenario planning Planning to reduce risk</p>
		<p><b>Term 2</b> 30 Hours</p>	<p><b>Global Business</b></p> <p><b><u>4.1 Globalisation</u></b></p> <p>4.1.1 Growing economies Measurements of different economies and economic performance Business opportunities</p> <p>4.1.2 International trade and business growth Specialisation of economies and business Business growth via trade</p> <p>4.1.3 Factors contributing to increased globalisation External factors (link to PESTLE)</p>

				<p>4.1.4 Protectionism Threats posed to economies and businesses and reactions to these</p> <p>4.1.5 Trading blocs As a reaction to protectionism between countries Opportunities and threats to businesses</p> <p><b><u>4.2 Global Markets and Business Expansion</u></b></p> <p>4.2.1 Conditions that prompt trade Push and pull factors for businesses</p> <p>4.2.2 Assessment of a country as a market</p> <p>4.2.3 Assessment of a country as a production location Contrast the two, and compare and contrast factors</p> <p>4.2.4 Reasons for global mergers or joint ventures</p> <p>4.2.5 Global competitiveness How this is achieved and can be enhanced through working with other businesses</p>
		<b>Term 3</b>	<b>Revision and Exam Preparation</b>	<b>Revision and Exam Preparation</b>