

Mastery:

- Post 16 Skills Mastery
- Knowledge
 - Analysis
 - Application
 - Evaluation

Sandbach School Business Curriculum:

Y12 Business Sequence

Intent: To **embed** in-depth knowledge and understanding of business in the global market. Students will apply their knowledge and understanding to real-life business contexts, with updated content to reflect the issues impacting on modern businesses and real business case studies in all our assessments. Students will develop transferable skills that support higher education study and the transition to employment, including numeracy, communication, an understanding of the business environment and commercial awareness

Term 1

Teacher 1: 1.1 - Meeting Customer needs, 1.2 - Market, 1.3 - Marketing Mix and Strategy, 2.2 - Sales, revenue and Profit

Teacher 2: 1.4 - Managing People, 1.5 - Entrepreneurs and leaders

Term 2

Teacher 1: , 1.3 - Marketing Mix and Strategy,

Teacher 2: 1.5 - Entrepreneurs and leaders, 4.3 - Global Marketing and Business Expansion, 4.1 - Globalisation

Term 3

Teacher 1: , 2.4 - Resource Management

Teacher 2:
4.4 - Global Industries, 2.1 - Raising Finance, 2.2 - Break even and Budgets

Why start here?

In this theme, students are introduced to the market, explore the marketing and people functions and investigate entrepreneurs and business start up. Students will need to build upon the knowledge, skills and understanding developed in Theme 1 in Theme 4, making connections across these two themes in Paper 1, and across Themes 1, 2, 3 and 4 in Paper 3.

Why move onto these units?

This section of the theme enables students to understand how businesses identify opportunities and to explore how businesses focus on developing a competitive advantage through interacting with customers. Students develop an understanding of how businesses need to adapt their marketing to operate in a dynamic business environment

Why move onto these units?

In this theme 4, students develop their understanding of the concepts introduced in Theme 1 and explore business activity in a global context. Students investigate businesses that trade on a global scale and explore their reasons for doing so. Students develop an understanding of the globally competitive environment and consider the ethical and moral dimensions of global business activities. Enables a full Paper 1 to be sat for PEI

Spec links:

- 1.1.1 - Meeting Customer Needs
- 1.1.2 - Market Research
- 1.1.3 - Market Positioning
- 1.2.1 - Demand
- 1.2.2 - Supply
- 1.2.3 - Markets
- 1.2.4 /5 - Price and Income Elasticity of Demand
- 1.3.1 - Product and service design
- 1.3.2 - Branding and promotion
- 2.2.1 - Sales forecasting
- 2.2.2 - Sales, Revenue and Costs
- 1.4.1 - Approaches to staffing
- 1.4.2 - Recruitment, selection and training
- 1.4.3 - Organisational Design
- 1.4.4 - Motivation in theory and practice
- 1.5.1 - Role of Entrepreneur
- 1.5.2 - Entrepreneurial motives and characteristics
- 1.5.3 - Business Objectives

Spec links:

- 1.3.3 - Pricing Strategies
- 1.3.4 - Distribution
- 1.3.5 - Marketing Strategy
- 1.5.4 - Forms of Business
- 1.5.5/6 - Business Choices/Moving from Entrepreneur to Leader
- 4.3.1 - Marketing
- 4.1.4 - Protectionism
- 4.1.5 - Trading Blocs
- 4.2.1 - Conditions that prompt trade
- 4.2.2/3 - Assessment of a country as a market and production location
- 4.2.4/5 - Reasons for Global Mergers/Joint Ventures/Global Competitiveness

Spec links:

- 4.3.2 - Niche Markets
- 4.3.3 - Cultural and social issues
- 4.4.1 - Impact of MNC's
- 4.4.2 - Ethics
- 4.4.3 - Controlling MNC's
- 2.1.1 - Internal Finance
- 2.1.2 - External Finance
- 2.1.3 - Liability
- 2.1.4 - Planning
- 2.2.1 - Sales forecasting
- 2.2.2 - Sales Revenue and Profit
- 4.2.4 - Reasons for Global Mergers or Joint Ventures
- 4.2.5 - Global Competitiveness
- 2.4.1 - Production, productivity and efficiency
- 2.4.2 - Capacity Utilisation
- 2.4.3 - Stock Control
- 2.4.4 - Quality

Teaching these topics here supports:

- 2.2 - Sales Revenue and Profit
- 1.3 - Marketing Mix
- Career aspirations
- Economics A Level

Teaching these topics here supports:

- 2.2 - Financial Planning
- 4.1 - Globalisation
- 2.5 - Resource Management

Teaching these topics here supports:

- 2.5.3 Ratio Analysis,
- 3.1 Business Objectives and Strategy
- 3.5.1 Assessing Competitiveness

These topics feed from:

- GCSE Business**
- 1.1 - Enterprise and Entrepreneurship
 - 2.3 - Making Operational Decisions
 - 2.5 - Making Human resource decisions
- PSHCE - Finance**

These topics feed from:

- GCSE Business**
- 2.2 - Making Marketing Decisions
 - 2.4 - Making Financial Decisions
- A level Business**
- 1.1 - Meeting Customer needs
 - 1.2 - The Market
- PSHCE - Finance**

These topics feed from:

- GCSE Business**
- 2.1 - Growing the Business
- A level Business**
- 4.2 - Global Markets
 - 4.3 - Global Strategy
- Geography - GCSE Human Geography**