



Curriculum Map

Subject: Business Theme 1

Year group: 12

Time period	Autumn Term	Spring Term	Summer Term
<p>Content: <i>Declarative Knowledge – 'Know What'</i></p>	<p>1.1 Meeting Customer needs 1.1.1 The market a) Mass markets and niche markets b) Dynamic markets c) How competition affects the market d) The difference between risk and uncertainty 1.1.2 Market research a) Product and market orientation b) Primary and secondary market research data (quantitative and qualitative) c) Limitations of market research, sample size and bias d) Use of ICT to support market research e) Market segmentation 1.1.3 Market positioning a) Market mapping b) Competitive advantage of a product or service c) The purpose of product differentiation d) Adding value to products/services 1.2 The Market 1.2.1 Demand a) Factors leading to a change in demand: 1.2.2 Supply a) Factors leading to a change in supply: 1.2.3 Markets a) The interaction of supply and demand b) The drawing and interpretation of supply and demand diagrams to show the causes and consequences of price changes 1.2.4 Price elasticity of demand a) Calculation of price elasticity of demand b) Interpretation of numerical values of price elasticity of demand c) The factors influencing price elasticity of demand d) The significance of price elasticity of demand to</p>	<p>1.3.5 Marketing strategy a) The product life cycle b) Extension strategies: c) Boston Matrix and the product portfolio d) Marketing strategies appropriate for different types of market: e) Consumer behaviour – how businesses develop customer loyalty 1.4 Managing people 1.4.1 Approaches to staffing a) Staff as an asset; staff as a cost b) Flexible workforce c) Distinction between dismissal and redundancy d) Employer/employee relationships 1.4.2 Recruitment, selection and training a) Recruitment and selection process b) Costs of recruitment, selection and training c) Types of training 1.4.3 Organisational design a) Structure b) Types of structure: c) Impact of different organisational structures on business efficiency and motivation</p>	<p>1.4.4 Motivation in theory and practice a) The importance of employee motivation to a business b) Motivation theories c) Financial incentives to improve employee performance d) Non-financial techniques to improve employee 1.4.5 Leadership a) Leadership b) Types of leadership style: Followed by start of Theme 3: 3.1.3 SWOT analysis a) SWOT analysis 3.1.4 Impact of external influences a) PESTLE (political, economic, social, technological, legal and environmental) b) The changing competitive environment c) Porter's Five Forces</p>



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	<p>businesses in terms of implications for pricing</p> <p>e) Calculation and interpretation of the relationship between price elasticity of demand and total revenue</p> <p>1.2.5 Income elasticity of demand</p> <p>a) Calculation of income elasticity of demand</p> <p>b) Interpretation of numerical values of income elasticity of demand</p> <p>c) The factors influencing income elasticity of demand</p> <p>d) The significance of income elasticity of demand to businesses</p> <p>1.3 Marketing mix and strategy</p> <p>1.3.1 Product/service design</p> <p>a) Design mix:</p> <p>b) Changes in the elements of the design mix to reflect social trend</p> <p>1.3.2 Branding and promotion</p> <p>a) Types of promotion</p> <p>b) Types of branding</p> <p>c) The benefits of strong branding</p> <p>d) Ways to build a brand</p> <p>e) Changes in branding and promotion to reflect social trends</p> <p>1.3.3 Pricing strategies</p> <p>a) Types of pricing strategy</p> <p>b) Factors that determine the most appropriate pricing strategy for a particular situation</p> <p>c) Changes in pricing to reflect social trends</p> <p>1.3.4 Distribution</p> <p>a) Distribution channels</p> <p>b) Changes in distribution to reflect social trends:</p>		
<p>Skills</p> <p><i>Procedural Knowledge – Know How'</i></p>	<p>Be able to perform business calculations, draw graphs, and interpret financial information, for example; Calculations of market share; drawing and adjusting demand and supply diagrams.</p> <p>Know how to answer exam questions, 4, 10, 12, 20 mark questions. These skills will be developed from 4 and 10 markers in the first half term to 20 mark questions by the third half term</p> <p>Know how to plan and produce an extended piece of writing in answer to a question. This will involve the following:</p> <p>Know the assessment objectives and how they relate to different style questions</p> <p>Know how to develop chains of analysis</p>		



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	<ul style="list-style-type: none"> ● Be able to make points as counterbalances ● Apply knowledge to case studies and real world examples ● Evaluating and drawing conclusions <p>Know how to communicate business knowledge of concepts and theories and wider business reading, in a range of contexts: PowerPoint presentations, reports, essays, group discussions and debates</p>
<p>Key Questions</p>	<p>1.1.1 The market - what is a market? What are the differences between Mass and Niche Markets</p> <p>1.1.2 Market research – What approaches can businesses use when developing products and services? How can a business research its market? What is the best method of research for a business to use? What are the advantages and disadvantages of the research methods? How do businesses use market segmentation?</p> <p>1.1.3 Market positioning - How do businesses use market research information?</p> <p>1.2.1 Demand – What is meant by demand? What factors influence demand?</p> <p>1.2.2 Supply – What is meant by supply? What factors influence supply?</p> <p>1.2.3 Markets – How do you construct a demand and supply diagram? At what point is market clearing?</p> <p>1.2.4 Price elasticity of demand (PED) – What is PED? How is PED Calculated? What does the PED figure mean? How can a business use PED information?</p> <p>1.2.5 Income elasticity of demand (YED) - What is YED? How is YED Calculated? What does the YED figure mean? How can a business use YED information?</p> <p>1.3.1 Product/service design – what is the design mix? How can businesses use the design mix? What social trends have influenced the design mix?</p> <p>1.3.2 Branding and promotion – what is a brand? How can businesses build brands? What are the benefits of branding?</p> <p>1.3.2 Branding and promotion - What types of promotion can businesses carry out</p> <p>1.3.3 Pricing strategies – what pricing strategies can businesses use? What influences the pricing strategy used by a business?</p> <p>1.3.4 Distribution – what methods of distribution can businesses use? How have distribution channels changed?</p> <p>1.3.5 Marketing strategy – What is the PLC? How can businesses use the PLC? What are the PLC’s limitations? What is the Boston Matrix? How can businesses use the BM? What are the limitations of the BM? What are marketing strategies? How is a marketing strategy different for the types of markets? How do markets influence the marketing mix? How do businesses develop customer loyalty?</p> <p>1.4.1 Approaches to staffing – What are the different approaches to staffing?</p> <p>1.4.2 Recruitment, selection and training – What are the steps in the recruitment and selection process? How can staff be training? What are the costs and benefits of the methods used to train?</p> <p>1.4.3 Organisation design – How can organisations be structured? What are the benefits and limitations of organisational structures?</p> <p>1.4.4 Motivation in theory and practice – What motivation theorists are there? What are the implications of each motivational theory? What monetary and non-monetary methods of motivation can businesses use to motivate the workforce?</p> <p>1.4.5 Leadership – what leadership styles may be present in businesses? What are the implications of the various leadership styles?</p> <p>3.1.3 SWOT analysis – what is a SWOT analysis? How can businesses use a SWOT analysis?</p> <p>3.1.4 Impact of external influences – What is is PESTLE analysis? How can businesses use a PESTLE analysis? How is the competitive environment changing? What are Porters 5 forces. How can a business use Porters five forces as a tool?</p>
<p>Assessment</p>	<ul style="list-style-type: none"> ● End of topic assessments: A series of short answer questions (4 marks) and a piece of extended writing (10/12 marks) based on case study information. ● Class discussions of how to answer a 4 mark/10 mark/12 mark questions. Practice questions are peer assessed in class or teacher marked, when set as HBL. ● Quizziz used to test knowledge



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	<ul style="list-style-type: none">• After Christmas 20 mark questions are introduced and used in HBL and in class assessment activities
Literacy/Numeracy/SMSC/Character	<p>Literacy is developed through the range of writing tasks students complete throughout the course. Wider reading and research skills are encouraged, using posts on google classroom, case studies used in class and hbl research tasks, as well as directing students to the super curriculum</p> <p>The concepts covered require the development of a range of numeracy skills: % changes; ratios; interpretation of graphs; index numbers</p> <p>SMSC will be relevant when looking at the ethical impacts of business behaviour, social motives for business v profits; the impacts of globalisation and mnc activity; branding and consumer protection; stakeholders</p> <p>Character programme: Group work and presentations encourage initiative and independence in work. All lessons are pitched to be aspirational with high expectations of students learning and outcomes.</p>