2025
Business
Curriculum Plan

2 year programme of study

Year 10 BUSINESS

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Autumn	1.1.1 The dynamic nature of business	1.1.2 Risk and reward	1.1.3 The role of business enterprise	1.2.1 Customer needs	1.2.3 Market segmentation	1.2.2 Market research	1.2.4 The competitive environ	1.3.1 Business aims and objectives	1.3.2 Business revenues, costs & profits	1.3.3 Cash and cash-flow		1.3.4 Sources of business finance
	Why bus start What makes them successful	Links between R and R Types of R and R	Gaps business fulfil	Price Quality Convenience Choice	Age Gender SEG Sp. Interest GeographicCulture/ Religion	Primary Secondary Qual Quant	Competition comp advantage	Aim -v- objective Types of obj.	Formula and calculations	Cashflow forecast practise	Assessment 1.1, 1.2 1.3.1/.2/.3	Long short Internal External

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Spring	1.4.1 The options for start-up and small businesses		1.4.2 Business location	1.4.3 The marketing mix - Product	1.4.3 The marketing mix - Place	1.4.3 The marketing mix - Promotion	1.4.3 The marketing mix - Price	1.4.3 The Marketing mix	1.4 integrat'd approach 4P's / Market'g Mix	1.4.4 Business plans		Section B and C exam tech
	Sole traders Partnership Ltd PLC Franchises		Factors that effect .	Design mix PLC Branding	Channel of Distribution e-commerce	Advertising Social Sales promotion Direct marketing Personal selling sponsorship	Pricing policies Low P high V High P low V	Case study and exam Q on integrated approach		Reasons for Contents of Produce own Bus Plan		Focus on Application and Analysis
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Summer	Assessment 1.1- 1.4	1.5.1 Business stakeholders	1.5.2 Technology and business	1.5.3 Legislation and business	1.5.4 The economy and business		1.5.5 External influences		Mock exam week	2.4 Making Fin choice- profit	2.4 Making Financial choices- ARR	2.4 Making Financial Decisions marking data
	B and C exam technique	GCSE COWS	Advan Disadv trends	Employee Consumer environment	Growth Inflation Unemployment Exchange rates Interest rates		Changes in Technology Legislation economy			Profit and Loss Ratio Analysis	Investment appraisal	Interpret diagrams and visual data

YEAR 11												
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Autumn	1.1 Enterprise and Entrepreneur	1.2 Spotting a Business Opp	1.3 Putting Ideas into Practice	1.4 Making the Bus work	1.5 External Influences	Revision for Paper 1 – walkie talkie	Mock Exam Theme 1 Paper 1 –	Mock Exam Theme 1 Paper – 1	2.1 - 2.1.1 Business growth	2.1.2 Changes in bus aims & Obj	2.1 - 2.1.3 Business and globalisation	
	Review & exam practise	Review & exam practise	Review & exam practise	Review & exam practise	Review & exam practise	Revision and exam technique	Revision and exam technique	Revision and exam technique	Primary Secondary Tertiary Organic Inorganic	Influences on objectives	Trading Bloc Barriers Reasons to offshore	
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Spring	2.1.4 Ethics and business	2.2 - 2.2.1 Product 2.2.2 Price 2.2.4 Place 2.2.3 Promo	2.3 - 2.3.1 Business operations 2.3.2 Working With suppliers	2.3 - 2.3.3 Managing quality 2.3.4 Sales process	2.4 - 2.4.1 Bus calculations 2.4.2 Understan bus perform	2.5 2.5.1 Organisational structures	2.5.2 Effective recruitment	.5 - 2.5.3 Effective training & Development	2 2.5.4 Motivation	MOCK EXAMS	MOCK EXAMS	REVISION
	Pressure groups and ethical bus	revision from year 10	Job, batch. Flow Stock control JIT	QC -v- CA TQM Sales process	Review Profit, ratios, ARR	Tall, flat, decentralise Centralised Span of control	Recruitment Selection Full part and flexible	On the job Off the job Adv Dis	Maslow Taylor Financial Non financial	Exam tech and structure APP AN EV	Exam tech and structure APP AN EV	Exam tech and structure APP AN EV
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Summer	REVISION	REVISION	REVISION									
	Exam tech and structure APP	Exam tech and structure	Exam tech and structure									

	AN EV	APP AN EV	APP AN EV					

2 year programme of study

Brixham College

Year 12 Subject

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Autumn	**Unit**1.1.1 The market	1.1.2 Market research	1.1.3 Market position	1.2.1 Demand	1.2.2 Supply	1.2.3 Markets 1.2.4 PED	1.2.5 Income elasticity of Demand	1.3.1 Product/service design	1.3.2 Branding and promo	1.3.3 Pricing strategies	1.3.4 Distribution	1.3.5 Market strategy
	Mass niche character size share brands Dynamicrisk & uncertainty	Product market orient'n market research quanti Quali Segment	Market mapping Comp adv differentiation Adding value	change in supply:	The link between supply and demand	PED	YED	Design mix Cost Aseheticfunction	Types of promotion Types of branding Benefits of strong branding	Types of pricing strategy	Distribution channels	Pproduct life cycle - Extension strategies Boston Matrix Product portfolio
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
	2.2.2 Sales, Rev &costs	2.2.3 Break-even	1.4.1 Approaches to staffing	1.4.2Recruit selection & training	1.4.3 Organisational design	1.4.4 Motivation in theory	1.4.5 Leadership	1.5.1 Role of entrepreneur	1.5.2 Entrep motives &	1.5.3 Business obj	1.5.4 Forms of business	1.5.5 Bus choice 1.5 .6 Ent to L'dr

Spring						and practice			characteristics			
	sales volume and revenue fixed and variable cost	Contribution: Break-even point: Margin of safety break-even charts	Staff as an asset/ cost Flexible workforce dismissal –v- redundancy Employe/employee relations	Recruitment and selection process Training	Structurehierarchy central v decentral Types of structure: o tall o flat o matrix	Motivation theories Taylor Mayo Maslow Herzberg Financial Non-financial Incent've	Leadership -v- management autocratic paternalistic democratic laissez-faire	Creating and setting up Running & dev'g Innov'tn Barriers risk and reward	Characteristics and skills why people set up	Survival, Profit max Other objective	Sole trader, partner Private limited company Franchiseso cial enterpr, lifestyle, online Growth PLC & flotation	Opportunity cost Choices and trade-offs
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Summer	2.1.1 Int Finance 2.1.2 Ext Finance	2.1.3 Liability	2.1.4 Business Planning	2.2.1 Sales forecasting	2.2.4 Budgets	2.3.1 Profit	2.3.2 Liquidity	2.3.3 Business failure	2.4.1 Production, productivity and efficiency	2.4.2 Capacity utilisation	2.4.3 Stock control	2.5.1 Economic influences
	Owner's capital: Savings Retained Sources of Finance	Finance appropriate for limited and unlimited liability	Business plan for finance cash-flow forecast	Purpose of sales forecasts	Purpose of budgets Types of budge Variance analysis	Gross profit Operating profit Profit for the year (net profit) Statement of comprehensive income (profit and loss account Gross / Operating / Profit for the year / margin Profit-v-cash	Statement of financial position (balance sheet) Liquidity: current and acid test ratio Working Capital	Internal causes of business failure	Methods of production: job, batch,, flow cell Productivity labour and capital intensive	Capacity utilisation under- and over	stock control diagram Buffer stocks Poor stock control (JIT) Waste min Lean prod	Inflation Exchange rates Interest rates Taxation Govern't spending Business cycle

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Autumn	3.1.1 Corporate objectives	3.1.2 Theories of Corp strategy	3.1.3 SWOT 3.1.4 Impact of EXT INFL	3.2.1 Growth	3.2.2 Mergers and Takeovers	3.3.1 Quantitative sales forecast	3.3.2 Invest appraisal 3.3.3 Decision trees	3.3.4 Critical Path Analysis	3.4.1 Corp influence 3.4.2 Corp culture	3.4.3 Share –v- stake holders	3.4.4 Business ethics	3.5.1 Financial statement 3.5.2 Ratio analysis
	Mission statm't Aims	Ansoff's Porter's Strategic Portfolio analysis KAY AIR	SWOT analysis P ESTLE Porter's Five Forces	Eco of Scale market power Disecon of scale	mergers and takeovers Horizontal vertical	Time-series analysis	Payback ARR Net Present Value Decision tree diagrams	Critical Path Analysis Earliest Start Time Latest Finish Time Float	Corporate timescales Evidence-based versus subjective Strong v weak	Stakeholders % obj Conflict	a) Ethics Ttrade-offs CSR	Pofit and Loss Balance Sheet Gearing ROCE

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Spring	3.6.1 Causes and effects of change	3.6.2 Key factors in change 3.6.3 Scenario planning	4.1.1 Growing economy	4.1.2 Int. trade and business growth	4.1.3 Factors contrib. to increased globalisation	4.1.4 Protectionism	4.1.5 Trading blocs	4.2.1 Conditions that prompt trade	4.2.2 Ass't of a country as a market	4.2.3 Asse't of a country as a prod'n location	4.2.4 Reasons for global mergers or joint ventures	4.2.5 Global competitiveness
	Size Poor performance New ownership Leadership Market and PESTLE	Culture Size Time Resistane Risk mitigation Success'n planning	UK –v- emerging Asia, Africa and others Implications of growth Indicators of growth GDP per capita	Exports and imports FDI	Trade barriers liberalisation Political change Transport and cpms FDI Migration Structutral	Tariffs Quotas Embargo Laws Domestic subsidies	Expansion of trading blocs EU ASEAN NAFTA b)	a) Push Pull Economy of scale Off-shoring Ousource Exchange rate	Disposable income Ease of doing business Iinfrastructure Political stability Exchange rate	Cost Skills and availability Infrastru't Location in bloc Gov't incentives Ease of doing business	Spreading risk Entering new mkts blocs Acquiring brand names Securing supplies	Exchange rates Skill shortages

			literacy health HDI							Political stability Natural resources Return on invest		
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Summer	4.3.1 Marketing	4.3.2 Niche markets	4.3.3 Cultural/ social factors	**Paper 3 the research task**								
	Global marketing strategy Glocalisat'n Ethnocent'c Geocentric Polycentric	Cultural diversity Global niche	Cultural Tastes Language meanings translate branding	GROUP AND INDIVIDUAL RESEARCH ON PAPER 3 THE RESEARCH TASK								