

This document contains details of how the subject is sequenced over the years of delivery. Included are assessment points and the prior learning that will be included in these assessments. It also includes where topics are revisited to maximise student retrieval and retention. Along with curriculum content, opportunities to develop links with careers are also identified in order to bring the relevance of the curriculum into the wider life context.

Curriculum Intent Statement

The Business department offers a varied curriculum providing students with lots of opportunities to develop both academically and personally. We deliver valuable academic rigour across all courses whilst providing students with opportunities to gain and enhance vital employability skills. By allowing students to actively engage in a variety of learning experiences, we hope to support all students to develop into well rounded individuals ready for the next step of their academic and career journey.

Two Year Business – Year Two

Assessment week 1 – 14.07.2025

Assessment week 2 – 07.10.2025

Assessment week 3 – 13.01.2026

Assessment week 4 – 31.03.2026 (In class)

Term	Content	Sequencing	Assessment	Careers links & Experiences	Vocabulary	Misconceptions
Term X June – July (3 weeks)	<p>Topic 1.5 Understanding external influences on business</p> <p>1.5.4 The economy and business</p> <p>The impact of the economic climate on businesses:</p> <ul style="list-style-type: none"> Unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates <p>1.5.5 External influences</p> <p>The importance of external influences on business: introducing the idea that some factors beyond the business can impact on the business</p>	<p>Previous topics built on in this topic: Possibly Year 9 content – but not for all</p>	<p>Formative Assessments:</p> <p>14/07/25</p> <p>Mock Paper 1</p>	Throughout the course.	<p>Inflation, interest rate, taxation, unemployment, exchange rates</p> <p>External factors, market conditions,</p>	<p>Confusing inflation with interest; thinking economic changes only affect large businesses.</p> <p>Believing businesses can control external factors; underestimating</p>

	<p>Possible responses by the business to changes in: technology, legislation, the economic climate. Enhancement activity – Theme 1</p> <p>Consolidation of topic content.</p> <p>Exam skills/end of Theme 1 exam Consolidation of topic content and development of exam technique and skills.</p>				<p>adaptability, legislation</p>	<p>the need to respond.</p>
<p>Autumn 1 Aug to Oct (7 weeks)</p>	<p>Topic 2.1 Growing the business 2.1.1 Business growth Methods of business growth and their impact: internal (organic) growth: new products (innovation, research and development), new markets (through changing the marketing mix or taking advantage of technology and/or expanding overseas) external (inorganic) growth: merger, takeover. The types of business ownership for growing businesses: public limited company (plc). Sources of finance for growing and established businesses: internal sources: retained profit, selling assets external sources: loan capital, share capital, including stock market flotation (public limited companies).</p> <p>2.1.2 Changes in business aims and objectives Why business aims and objectives change as businesses evolve: in response to: market conditions, technology, performance, legislation, internal reasons. How business aims and objectives change as businesses evolve:</p>	<p>Previous topics built on in this topic: Possibly Year 9 content – but not for all</p>	<p>Formative assessment: 14/07/25</p> <p>Mock Paper 1</p> <p>Intro to Business – test</p> <p>Unit 1.1 Test</p>		<p>Internal growth, organic growth, innovation, R&D, market expansion, external growth, merger, takeover, PLC (public limited company), flotation</p> <p>Retained profit, selling assets, loan capital, share capital, stock market</p> <p>Business aims, business objectives, market conditions,</p>	<p>Believing mergers and takeovers are always successful or friendly; assuming growth automatically means success; confusing PLC with private limited companies.</p> <p>Thinking retained profit is unlimited; assuming any business can float on the stock market; overlooking the risks of selling assets as a one-off solution.</p>

	<p>focus on survival or growth entering or exiting markets growing or reducing the workforce increasing or decreasing product range.</p> <p>2.1.3 Business and globalisation The impact of globalisation on businesses: imports: competition from overseas, buying from overseas exports: selling to overseas markets changing business locations How businesses compete internationally: the use of the internet and e-commerce changing the marketing mix to compete internationally.</p> <p>multinationals. Barriers to international trade: tariffs trade blocs.</p>				<p>legislation, internal/external factors, diversification, consolidation</p> <p>Globalisation, imports, exports, international competition, e-commerce, marketing mix adaptation, multinationals, tariffs, trade blocs</p>	<p>Believing once objectives are set, they remain fixed; not understanding that growth can sometimes lead to narrower focus; assuming change is always due to failure.</p> <p>Assuming globalisation only affects large firms; confusing tariffs with taxes on all goods; thinking selling abroad is as easy as local selling without adjustments.</p>
<p>Autumn 2 Oct – Dec (7 weeks)</p>	<p>2.1.4 Ethics, the environment and business The impact of ethical and environmental considerations on businesses: how ethical considerations influence business activity: possible trade-offs between ethics and profit how environmental considerations influence business activity: possible trade-offs between the environment, sustainability and profit the potential impact of pressure group activity on the marketing mix.</p>	<p>Previous topics built on in this topic:</p>	<p>Assessment: Mock - Week 1 – First week in October</p> <p>(Too early for full length Assessment – only 1.1 and 1.2)</p>		<p>Ethics, ethical considerations, sustainability, carbon footprint, pressure group, greenwashing, trade-off, profit margin</p>	<p>Believing ethical decisions are always more expensive; assuming all businesses only care about profit; thinking going green always leads to higher</p>

	<p>Topic 2.2 Making marketing decisions</p> <p>2.2.1 Product The design mix: <ul style="list-style-type: none"> function, aesthetics, cost. The product life cycle: <ul style="list-style-type: none"> the phases of the product life cycle extension strategies. <p>The importance to a business of differentiating a product/service.</p> <p>2.2.2 Price Price: <ul style="list-style-type: none"> pricing strategies Influences on pricing strategies: technology, competition, market segments, product life cycle. <p>2.2.3 Promotion Promotion: <ul style="list-style-type: none"> appropriate promotion strategies for different market segments: advertising, sponsorship, product trials, special offers, branding the use of technology in promotion: targeted advertising online, viral advertising via social media, e-newsletters. <p>2.2.4 Place Place: <ul style="list-style-type: none"> methods of distribution: retailers and e-tailers (e-commerce). <p>2.2.5 Using the marketing mix to make business decisions</p> </p></p></p></p>				<p>Design mix, aesthetics, function, cost, extension strategy Cost-plus, penetration, skimming, competitive pricing Branding, sponsorship, special offers, viral marketing Retailer, e-tailer, distribution, direct-to-consumer Integrated marketing mix, competitive advantage</p>	<p>profits; misunderstanding the role of pressure groups.</p> <p>Believing the marketing mix elements work in isolation; confusing 'promotion' with only advertising. Thinking products last forever; not recognising decline without change. Assuming lower prices always increase sales; misjudging when to use strategies. Confusing promotion with price cuts; assuming all promotions succeed. Thinking all businesses need a shop; confusing wholesalers and retailers.</p>
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	<p>How each element of the marketing mix can influence other elements.</p> <p>Using the marketing mix to build competitive advantage. How an integrated marketing mix can influence competitive advantage.</p> <p>Topic 2.3 Making operational decisions 2.3.1 Business operations The purpose of business operations: to produce goods to provide services. Production processes: different types: job, batch, flow the impact of different types of production processes: keeping productivity up and costs down and allowing for competitive prices. Impacts of technology on production: balancing cost, productivity, quality and flexibility.</p> <p>2.3.2 Working with suppliers Managing stock:</p>				<p>Quality control, quality assurance, competitive advantage Customer service, product knowledge, after-sales support</p>	<p>Assuming one mix fits all markets; ignoring impact of changing one element.</p> <p>Believing quality is just about expensive materials; not linking to customer satisfaction.</p> <p>Underestimating impact of poor service; believing sales end at purchase.</p>
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	<p>interpretation of bar chart stock graphs the use of just in time (JIT) stock control. The role of procurement: relationships with suppliers: quality, delivery (cost, speed, reliability), availability, cost, trust the impact of logistics and supply decisions on: costs, reputation, customer satisfaction.</p> <p>2.3.3 Managing quality The concept of quality and its importance in: the production of goods and the provision of services: quality control and quality assurance allowing a business to control costs and gain a competitive advantage.</p> <p>2.3.4 The sales process The sales process: product knowledge, speed and efficiency of service, customer engagement, responses to customer feedback, post-sales service. The importance to businesses of providing good customer service.</p> <p>Topic 2.4 Making financial decisions 2.4.1 Business calculations The concept and calculation of: gross profit net profit. Calculation and interpretation of: gross profit margin net profit margin average rate of return</p>				<p>Gross profit, net profit, margin, average rate of return</p>	<p>Confusing gross and net profit; not applying formulas correctly.</p>
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	<p>2.4.2 Understanding business performance</p> <p>The use and interpretation of quantitative business data to support, inform and justify business decisions:</p> <ul style="list-style-type: none"> information from graphs and charts financial data marketing data market data. <p>The use and limitations of financial information in:</p> <ul style="list-style-type: none"> understanding business performance making business decisions. 				<p>Financial data, marketing data, graphs, decision-making</p>	<p>Assuming more data always means better decisions; ignoring interpretation.</p>
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<p>Spring 1 Jan -Feb (5 weeks)</p>	<p>Topic 2.5 Making human resource decisions 2.5.1 Organisational structures Different organisational structures and when each are appropriate: hierarchical and flat centralised and decentralised. The importance of effective communication: the impact of insufficient or excessive communication on efficiency and motivation Different ways of working: part-time, full-time and flexible hours permanent, temporary, and freelance contracts the impact of technology on ways of working: efficiency, remote working.</p>	<p>Previous topics built on in this topic:</p>	<p>Assessment: Mock 2 – 2nd Week in January (Possibly 1 hour paper – 1.1, 1.2 and some finance(early 1.3)</p>		<p>Hierarchical, flat, centralised, decentralised, communication</p>	<p>Thinking flat structures are always better; ignoring context.</p>
<p>Spring 2 Feb -Mar (5 weeks)</p>	<p>2.5.2 Effective recruitment Different job roles and responsibilities: key job roles and their responsibilities: directors, senior managers, supervisors/team leaders, operational and support staff. How businesses recruit people: documents: person specification and job description, application form, CV recruitment methods used to meet different business needs (internal and external recruitment). 2.5.3 Effective training and development How businesses train and develop employees: different ways of training and developing employees: formal and informal training, self-learning, ongoing training for all employees, use of target setting and performance reviews. Why businesses train and develop employees:</p>	<p>Previous topics built on in this topic: 1 & 2 markers to cover all previous topics.</p>	<p>Formative assessment: 1.3 Finance Test</p>		<p>Job description, CV, internal recruitment, external recruitment Induction, formal/informal training, retention, motivation</p>	<p>Confusing person spec with job description; assuming external is always better. Assuming training always improves performance; ignoring individual needs.</p>

	<p>the link between training, motivation and retention retraining to use new technology.</p> <p>The importance of motivation in the workplace: attracting employees, retaining employees, productivity.</p>					
<p>Summer 1 Apr – Jun (10 weeks)</p>	<p>Revision</p>	<p>Previous topics built on in this topic:</p> <p>All previous topics</p> <p>Consolidating all topics, but especially marketing.</p>	<p>Theme 1 Assessment: Mock 3 (In classroom) Full Paper 1 – Theme 1 (When 1.5 is completed)</p>		<p>Retrieval, exam technique, command words, structure, past papers</p>	<p>Assuming revision = re-reading notes; ignoring question command words and timing.</p>