

Curriculum Content Map										Subject: Business Year 13									
		Term 1					Term 2					Term 3							
Month	Week of Term	September	October	November	December	January	February	March	April	May	June	July							
Cultural Transmission	Business Objectives and Strategy	Business Growth	Decision-Making Techniques	Corporate Influences	Assessing Competencies	Managing Change													
	Subsidiary Knowledge	<p>3.1.1 Corporate objectives</p> <p>a) Development of corporate objectives from mission statement/corporate aims</p> <p>b) Critical appraisal of mission statements/corporate aims</p> <p>3.1.2 Theories of corporate strategy</p> <p>a) Development of corporate strategy</p> <p>b) SWOT Matrix</p> <p>c) Porter's Strategic Matrix</p> <p>d) SWOT analysis</p> <p>e) Achieving competitive advantage through distinctive capabilities</p> <p>f) Effect of strategic and tactical decisions on human, physical, and financial resources</p> <p>3.1.3 SWOT analysis</p> <p>a) Internal considerations: strengths and weaknesses</p> <p>b) External considerations: opportunities and threats</p> <p>3.1.4 Impact of external influences</p> <p>a) PESTLE (political, economic, social, technological, legal and environmental)</p> <p>b) The changing competitive environment</p> <p>c) Porter's Five Forces</p>	<p>3.1.1 Growth</p> <p>a) Objectives of growth:</p> <p>i) to achieve economies of scale (internal and external)</p> <p>ii) increased market power over customers and suppliers</p> <p>iii) increased market share and brand recognition</p> <p>iv) increased profitability</p> <p>b) Problems arising from growth:</p> <p>i) diseconomies of scale</p> <p>ii) internal communication &amp; controlling</p> <p>iii) 3.1.2 Mergers and takeovers</p> <p>a) Reasons for mergers and takeovers</p> <p>b) Distinction between mergers and takeovers</p> <p>c) Horizontal and vertical integration</p> <p>d) Financial risks and rewards</p> <p>e) Problems of rapid growth</p> <p>3.1.3 Organic growth</p> <p>a) Distinction between inorganic and organic growth</p> <p>b) Methods of growing organically</p> <p>c) Advantages and disadvantages of organic growth</p> <p>3.1.4 Reasons for staying small</p> <p>a) Small business survival in competitive markets: i) product differentiation and USP</p>	<p>After the AP1 mock exams in November 2023, the whole year group will spend December filling the gaps in their knowledge. These gaps are ascertained from the Question by Question Analysis documents which are used by all staff. The gaps in December 2023:</p> <p>• Decision trees</p> <p>• Income elasticity of demand</p> <p>• Percentage change</p> <p>• Average related companies</p> <p>• Global roles</p> <p>• Leadership</p>	<p>3.1.1 Quantitative sales forecasting</p> <p>a) Calculation of time series analysis:</p> <p>• Moving averages (three periods/quarter)</p> <p>• Interpretation of scatter graphs and line of best fit – extrapolation of past data to future</p> <p>i) Limitations of quantitative sales forecasting techniques</p> <p>3.1.2 Investment appraisal</p> <p>a) Simple payback</p> <p>b) Average (Accounting) Rate of Return</p> <p>c) Discounted Cash Flow (Net Present Value only)</p> <p>d) Calculations and interpretations of figures generated by these techniques</p> <p>e) Limitations of these techniques</p> <p>3.1.3 Decision trees</p> <p>a) Construct and interpret simple decision tree diagrams</p> <p>b) Calculations and interpretations of figures generated by these techniques</p> <p>c) Limitations of using decision trees</p> <p>3.1.4 Critical Path Analysis</p> <p>a) Nature and purpose of Critical Path Analysis</p> <p>b) Construct and interpret simple networks to identify the critical path</p> <p>c) Calculation</p> <p>d) Earliest Start Time</p> <p>e) Latest Finish Time</p> <p>f) Total float</p> <p>g) Limitations of using Critical Path Analysis</p> <p>3.1.5</p>	<p>3.1.1 Interpretation of financial statements</p> <p>a) Statement of comprehensive income (profit and loss account)</p> <p>i) Key information</p> <p>ii) calculator interest</p> <p>iii) Statement of financial position (balance sheet)</p> <p>iv) Key information</p> <p>v) calculator interest</p> <p>3.1.2 Ratio analysis</p> <p>a) Calculator</p> <p>b) Gearing ratio</p> <p>c) Return on capital employed (ROCE)</p> <p>d) Interpret ratios to make business decisions</p> <p>e) The limitations of ratio analysis</p> <p>3.1.3 Human resources</p> <p>a) Calculate and interpret the following to help make business decisions:</p> <p>i) labour productivity</p> <p>ii) labour turnover and retention</p> <p>iii) absenteeism</p> <p>b) Human resource strategies to increase productivity and retention and to reduce turnover and absenteeism</p> <p>c) Financial rewards</p> <p>d) employee share ownership</p>	<p>3.1.1 Causes and effects of change</p> <p>a) Causes of change</p> <p>i) changes in organisational size</p> <p>ii) poor business performance</p> <p>iii) new ownership</p> <p>b) Transferrable leadership in the market and other external factors (PESTLE)</p> <p>c) Competencies and productivity</p> <p>d) Financial performance</p> <p>e) stakeholders</p> <p>3.1.2 Key factors in change</p> <p>a) Organisational culture</p> <p>b) Size of organisation</p> <p>c) Timescale of change</p> <p>d) Managing resistance to change</p> <p>3.1.3 Scenario planning</p> <p>a) Identifying key risks through risk assessment</p> <p>b) natural disasters</p> <p>c) IT systems failure</p> <p>d) loss of key staff</p> <p>e) Planning for risk mitigation</p> <p>f) business continuity</p>												
	Discovery Learning	The Real World	Application of theory into new business contexts. Applying previously learnt theory into new contexts. Evaluating and making decisions.	Application of theory into new business contexts. Applying previously learnt theory into new contexts. Evaluating and making decisions.	Application of theory into new business contexts. Applying previously learnt theory into new contexts. Evaluating and making decisions.	Application of theory into new business contexts. Applying previously learnt theory into new contexts. Evaluating and making decisions.	Application of theory into new business contexts. Applying previously learnt theory into new contexts. Evaluating and making decisions.	Application of theory into new business contexts. Applying previously learnt theory into new contexts. Evaluating and making decisions.	Application of theory into new business contexts. Applying previously learnt theory into new contexts. Evaluating and making decisions.	Application of theory into new business contexts. Applying previously learnt theory into new contexts. Evaluating and making decisions.	Application of theory into new business contexts. Applying previously learnt theory into new contexts. Evaluating and making decisions.	Application of theory into new business contexts. Applying previously learnt theory into new contexts. Evaluating and making decisions.	Application of theory into new business contexts. Applying previously learnt theory into new contexts. Evaluating and making decisions.						
	Representing (Prag)	Historical & Contemporary	Relevant This line with Topic 1.5 Business objectives, 3.1.4 Economic influences.	Relevant This line with Topic 2.1 Banking/Financial 1.5, Entrepreneur and leaders.	Relevant This line with Topic 2.2 Financial Planning.	Relevant This line with Topic 1.4.5 Leadership.	Relevant This line with Topic 1.4 Managing People.	Relevant This line with Topic 1.4 Managing People and 1.5 Entrepreneurs and Leaders.											
	Formative Assessment		Essay based questions on strategy changes	Essay based questions on growth	Essay based questions on decision making	Essay based questions on corporate culture	Essay based questions on decisions from financial information	Essay based questions on scenario planning											
Personal Empowerment	Values	<b>Friendliness &amp; Civility</b>	<b>Justice &amp; Truthfulness</b>	<b>Courage</b>	<b>Generosity</b>	<b>Gratitude</b>	<b>Good Speech</b>	<b>Good Temper &amp; Humour</b>	<b>Self-Mastery</b>	<b>Self-Mastery</b>	<b>Compassion</b>	<b>Good Sense</b>							
Links to IB	IB	Friendliness and civility are required for international relations.	Justice and environmental issues are required with links to justice.	The elements of the marketing mix will be subject to it in the courage to do something differently.	How businesses may choose to be generous as part of their marketing mix.	Being Grateful for the jobs and how companies have made operations an easier and faster task.	Students will have the opportunity to demonstrate good speech whilst doing presentations.	Students will have the opportunity to demonstrate good temper when things do not go their way.	Self-mastery when looking at exam papers to access the higher level marks.	Self-mastery when looking at exam papers to access the higher level marks.	Students will show compassion for those who are struggling with work and will help them.	Students will have the opportunity to demonstrate good sense / decency while doing presentations.							
Preparation for Work	Skills	<b>Listening</b>	<b>Leadership</b>	<b>Problem-Solving</b>	<b>Creativity</b>	<b>Staying Positive</b>	<b>Speaking</b>	<b>Staying Positive</b>	<b>Staying Positive</b>	<b>Aiming High</b>	<b>Aiming High</b>	<b>Speaking</b>							
Links to IB	IB	Students will have to listen carefully to instructions.	Students will have to show leadership when working with others.	Problem solving when trying to deal with the marketing mix.	Creative solutions to marketing mix problems.	Staying positive when operational decisions are not going well.	Students will have the opportunity to demonstrate speaking / writing while doing presentations.	Staying positive as we start full exam preparation.	Aiming high with exam papers.	Aiming high with exam papers.	Students will have the opportunity to demonstrate speaking / writing while doing presentations.								
Preparation for Citizenship	Values	<b>Respect and tolerance for different cultures</b>		Rule of law with marketing decisions.		Rule of law and following it with careers.		Rule of law and following it with finance regulations.		Respect and tolerance for others in relation to HR.									