

**Curriculum overview - KS5 Business:**

| <b>Year 12 - Pearson (Edexcel)</b>  |  |  |   |  |  |
|---|--|--|---|--|--|
| <b>Module 1</b>   | <b>Module 2</b>  | <b>Module 3</b>  | <b>Module 4</b>   | <b>Module 5</b>  | <b>Module 6</b>  |
| 1.1.1 The market<br>1.1.2 Market research<br>1.1.3 Market positioning<br>1.2.1 Demand<br>1.2.2 Supply<br>1.2.3 Markets<br>1.2.4 Price elasticity of demand<br>1.2.5 Income elasticity of demand<br>1.3.1 Product/service design<br>1.3.2 Branding and promotion<br>1.3.3 Pricing strategies<br>1.3.4 Distribution | 1.4.1 Approaches to staffing<br>1.4.2 Recruitment, selection and training<br>1.4.3 Organisational design<br>1.4.4 Motivation in theory and practice<br>1.4.5 Leadership<br>1.5.2 Entrepreneurial motives and characteristics<br>1.5.3 Business objectives<br>1.5.4 Forms of business<br>1.5.5 Business choices<br>1.5.6 Moving from entrepreneur to leader | 2.1.1 Internal finance<br>2.1.2 External finance<br>2.1.3 Liability<br>2.1.4 Planning<br>2.2.1 Sales forecasting<br>2.2.2 Sales, revenue and costs<br>2.2.3 Break-even<br>2.2.4 Budgets<br>2.3.1 Profit<br>2.3.2 Liquidity<br>2.3.3 Business failure | 2.4.1 Production, productivity and efficiency<br>2.4.2 Capacity utilisation<br>2.4.3 Stock control<br>2.4.4 Quality management<br>2.5.1 Economic influences<br>2.5.2 Legislation<br>2.5.3 The competitive environment<br>3.1.1 Corporate objectives<br>3.1.2 Theories of corporate strategy<br>3.1.3 SWOT analysis<br>3.1.4 Impact of external influences | 3.2.1 Growth<br>3.2.2 Mergers and takeovers<br>3.2.3 Organic growth<br>3.2.4 Reasons for staying small<br>3.3.1 Quantitative sales forecasting<br>3.3.2 Investment appraisal<br>3.3.3 Decision trees | 3.3.4 Critical Path Analysis<br>3.4.1 Influences on business decisions<br>3.4.2 Corporate culture<br>3.4.3 Shareholders versus stakeholders<br>3.4.4 Business ethics |
| <b>1.1 Meeting customer needs</b><br><b>1.2 Market</b><br><b>1.3 Marketing mix and strategy</b>   | <b>1.4 Managing people</b><br><b>1.5 Entrepreneurs and leaders</b>   | <b>2.1 Raising finance</b><br><b>2.2 Financial planning</b><br><b>2.3 Managing finance</b>   | <b>2.4 Resource management</b><br><b>2.5 External influences</b><br><b>3.1 Business objectives and strategy</b>   | <b>3.2 Business growth</b><br><b>3.3 Decision-making techniques</b>  | <b>3.4 Influences on business decisions</b><br><b>3.5 Assessing competitiveness</b>  |

**Year 13 - Pearson (Edexcel)**

| <b>Module 1</b>   | <b>Module 2</b>   | <b>Module 3</b>  | <b>Module 4</b> | <b>Module 5</b> | <b>Module 6</b> |
|---|---|--|-----------------|-----------------|-----------------|
| 3.5.1 Interpretation of financial statements<br>3.5.2 Ratio analysis<br>3.5.3 Human resources<br>3.6.1 Causes and effects of change<br>3.6.2 Key factors in change<br>3.6.3 Scenario planning<br>4.1.1 Growing economies<br>4.1.2 International trade and business growth<br>4.1.3 Factors contributing to increased globalisation<br>4.1.4 Protectionism | 4.1.5 Trading blocs<br>4.2.1 Conditions that prompt trade<br>4.2.2 Assessment of a country as a market<br>4.2.3 Assessment of a country as a production location<br>4.2.4 Reasons for global mergers or joint ventures<br>4.2.5 Global competitiveness<br>4.3.1 Marketing<br>4.3.2 Niche markets<br>4.3.3 Cultural/social factors | 4.4.1 The impact of MNCs<br>4.4.2 Ethics<br>4.4.3 Controlling MNCs |                 |                 |                 |
| <b>3.5 Assessing competitiveness</b><br><b>3.6 Managing change</b><br><b>4.1 Globalisation</b>  | <b>4.2 Global markets and business expansion</b><br><b>4.3 Global marketing</b>   |  |                 |                 |                 |