Department Intent: The business curriculum aims to unlock the curiosity. Knowledge and transferable skills within our students in order to develop their entrepreneurial spirit and belief in making a positive contribution to the business world around them. Globalisation Mastery at Year 13 Globalindustries ☐ Growing economies and companies ☐ International trade and business growth The impact of ☐ Factors contributing to increased **MNCs** Managing change As s essing competitive ness globalisation Causes and effects of Ethics Protectionism ☐ Interpretation of financial statements Explain, assess, analyse, Controlling change Ratio analysis ☐ Trading Blocs Influences on business decisions Keyfactors in change **MNCs** Business growth ☐ Human resources Corporate influences and evaluate Scenario planning ☐ Growth Corporate culture **Globalmarkets and business** Mergers and take Knowledge, analysis, Share holders versus Stakeholders expansion overs. Business ethics Conditions that prompt trade application and ☐ Assessment of a country as a Business objectives and strategy market evaluation ☐ Corporate objectives ☐ Assessment of a country as a ■ The ories of corporate strategy production location ■ SWOT analysis ☐ Reasons for global mergers or ■ Impact of external influences Business activity, joint mergers. ■ Global competitive ness influences on business, <u>Resource</u> Decision-making techniques business operations, Management Quantitative sales **External Influences** Production, forecasting ☐ Economic influences finance, marketing and ☐ Investment appraisal productivity Demand ■ Legislation and efficiency **Global marketing** ■ Decision trees Supply ☐ The competitive human resources Capacity ■ Marketing Critical Path Analysis Markets environment utilisation ■ Niche markets Price elasticity of demand Income elasticity of demand Stock control Quality □ Cultural/social factors management Managing Finance Profit Financial Planning Managing People Liquidity ■ Sales forecasting ■ Approaches to Staffing Meeting customer needs Business failure ☐ Sales, revenue and costs ☐ Recruitment, selection and training ☐ The market ☐ Break-even Organisational Design ☐ Market research **Entrepreneurs and Leaders** ■ Budgets ☐ Motivation in theory and practice ☐ Role of an Entrepreneur ■ Market positioning ☐ Entrepreneurial motives and ☐ Leadership Mastery at GCSE chara cteristics <u>Raisingfinance</u> Marketing mix and strategy ■ Business objectives ☐ Internal finance ☐ Product/service Design ☐ Forms of business ■ External finance Explain, discuss, ☐ Branding and Promotion ■ Business choices ☐ Liability Pricing strategies Moving from entrepreneur to leader analyse, justify and Planning Distribution Marketingstrategy recommend Knowledge, analysis, application and evaluation the impact of insufficient or excessive part-time, full-time and flexible hours permanent, temporary, and freelance communication on Business activity, the impact of technology on ways of working: efficiency, remote working influences on ongoing training for all business, business operations, finance, marketing and human resources ☐ Good custome service
Product
knowledge
Speed and The concept and calci
• gross profit
• net profit
□ Calculation and in Use business of: efficient service • Customer gross profit margir net profit margin terminology to bar gate stock graphs just in time (JIT) stock identify and explain business activity. Apply business concepts to familiar and unfamiliar marketing data • Overdraft
• Trade credit contexts. Personal saving
 Venture capital Develop problem solving and decision making skills relevant to business Investigate, analyse ☐ Why business aims and evaluate business and objectives market conditions change in response opportunities and Product Life Cycle market conditions issues. Make justified decisions using both qualitative and ☐ Identifying and quantitative data understanding including its selection, interpretation, analysis and evaluation, and the ☐ Types of business ownership application of market segmentation to target customers based on location, appropriate ☐ What is limited and unlimited liability? quantitative skills