Department Intent: Our aim in Business is to offer a diverse high-quality

curriculum relevant to the dynamic business environment that supports students in developing their entrepreneurial spirit. We hope to inspire students to grow in a responsible and empathetic way through a fusion of innovative education and practice.



Mastery at Term 5

- Define keywords
- Make inferences
- Explain the differences between businesses
- Suggest why
- interpretations differ Evaluate and analyze the business in a given
- Explain and evaluate the significance of factors both internal and external
- Plan, construct and argue an essay on a given scenario
- Explain and evaluate case study questions

Mastery in Business

- Define keywords and make inferences for different types of business
- Suggest why interpretations differ
- Evaluate and analyze the business in questions
- Explain and evaluate the significance of finance and apply to whether a business will be successful
- Plan, construct and argue an essay on a given case study
 - and evaluate key terminology

EARNED : Budget ,variance

WISE Can you explain the

variance analysis . budgeting

interest, inflation, tax,

government, unemployment,

exchange rates, legislation

WISE Can you explain the

different stakeholders in business

and their different objectives

economic climate on businesses

Can you explain the impact of

legislation on a business?

ne market

LEARNED: training, motivation, retention WISE: Can you state why business train and

LEARNED: Macroeconomics inflation, economic influences, Legislation WISE: Can you explain how economic influences affect the business?

LEARNED: Stock control , quality management . costs and benefits WISE: Can you define the stock control, Explain the methods and advantages gained?

Learned: Production ,capacity utilization , Wise: can you explain ways of improving capacity utilization Can you assess the implications of capacity utilization

Learned:

Availability, Cost,

LEARNED: Productivity , Efficiency, method of production, WISE: Can you

evaluate the types of production method, distinction between roductivity and efficiency?

External Influences

WISE: Can you define break even ,fixed costs and

variable costs? Can you distinguish between variable

LEARNED: self-learning, training, target setting, performance management WISE: Can you explain the different ways of training and developing employees

LEARNED: organization structure flat and hierarchical: directors, senior managers, supervisors, operational and support staff WISE: Can you explain the different job roles and

responsibilities in a business **LEARNED:** Break even, fixed and variable costs

management LEARNED: business revenues, fixed, variable breakeven, margin of safety WISE: Can you explain how businesses use the above

Human Resources

<u>LEARNED:</u> Profit , ,cash Liquidity, business failure , profit and loss account Managing Finance WISE: Can you define the liquidity ,balance sheet Can you explain how businesses fail in its existence

to plan the costs of a business

Mastery at Term 4

- Define keywords
- Make inferences
- Explain the differences between different decision making
- Suggest why interpretations differ
- Evaluate and analyze businesses
- Plan, construct and argue an essay on a given scenario
- Explain and evaluate the significance of different businesses

Financial planning

LEARNED: Liability ,Implications , legal , finance, planning, cash flow WISE: Can you explain the use and limitations of cash flow forecasts and the implications of liability?

Learned: sales forecasting Wise: Can you explain purpose of forecasting, factors influencing sales forecasting . Can you $\ensuremath{\operatorname{\textbf{define}}}$ forecasting?.

LEARNED: define the internal finance , external finance **WISE** Can you explain the source and methods of finance? Can differentiate between internal and external finance

Learned: Sales revenue and costs ,Calculations Wise: Can you define sales revenue

Procurement: working with ,costs ? Can you calculate sales suppliers, Quality, revenue and costs delivery (cost, speed, reliability),

Learned: Production processes Job,

Batch, Flow Wise: The impact of different types of production process Impacts of technology on production

Entrepreneurs and leaders

Mastery at Term 3

- Define keywords
- Explain and distinguish
- types of business Make inferences
- Explain the difference between interpretations' viewpoints concerning
- Use evidence
- Evaluate and analyse

LEARNED: The term - Business objectives .forms of **LEARNED**: define the terms businesses , opportuni<mark>t</mark>y costs , trade off <u>WISE</u> Can you shareholders, employees, define trade offs, objectives opportunity cost customers, suppliers, local community, pressure groups,

Can you explain the impact of the LEARNED: The terms – Distribution , marketing strategy , channels Boston Matrix , consumer behavior WISE: Can you define distribution as part of the marketing $\mbox{mix.} ?$. Can you explain the Boston matrix ?

LEARNED: The terms – Entrepreneurs ,barriers ,skills WISE Can you explain characteristics of entrepreneurs Can you state challenges faced by entrepreneurs

> **LEARNED**: The terms - Organizational design, strength, weakness, motivation, leadership and management

WISE: Can you define motivation ,leadership and management and explain the link between leadership and motivation?

LEARNED: The terms - Staffing, recruitment, selection and

WISE: Can you define the different types of recruitment and explain advantages and disadvantages of each?

Mastery at Term 2

- Define keywords Explain different
- financial formulas Make inferences
- Explain, assess and iudge factors towards a business Use evidence
- Evaluate and analyze business

Mastery at Term 1

- Define keywords
- Make inferences for different types of businesses
- Explain and distinguish between different enterprises and entrepreneurship
- Use evidence

LEARNED: Demand, Demand curve, movement along the demand curve ,supply ,supply curve,

WISE: Can you explain the factors influencing demand? Can you be able to fully draw and label a demand and supply curve?

Marketing mix and strategy

LEARNED: Elasticity, PED ,YED WISE: Can you explain

Elasticity of demand,

diagrams of YED. PED?

LEARNED: product design mix WISE: Can you explain Product/service design can you explain how design change can affect business strategies?

LEARNED: The terms -Branding ,promotion, **WISE**: Can you **define** the term branding ,promotion.? Can you evaluate the types of

branding?

LEARNED: The terms - price, pricing strategies WISE: Can you define the term pricing and assess the different pricing strategies? Can you explain the factors to consider when determining the price of a product.

LEARNED: The terms -Raising finance ,Liability Business Planning ,Budgeting, WISE: Can you define the Liability , forecasting Can you explain the sources and methods of finance, limitations of cash flow foresting?

LEARNED: Organizational design WISE: Can you define organizational design? Can you explain the strength and weakness of designs?

LEARNED: Entrepreneurship, Leadership, WISE: Can you describe role , characteristics , problems and barriers of entregreneurs ?

meeting customer needs

LEARNED: Market positioning, mapping WISE: Can you define market positioning? LEARNED: The terms market research market segmentation, method of research. Uses and limitations of research methods

WISE: Can you define market segmentation ? Can you discuss the uses and limitations of research **LEARNED**: The terms market ,market ,mass, niche dynamic, positioning

WISE: Can you list and describe types of markets? Can you explain the difference between mass and niche?