



## Clevedon School Learning Overview – Business Studies

# Year 10

Topic:	Enquiry Questions:	Subject Skills	Justification	Subject Vocabulary:
<p>1.1.1 The dynamic nature of business</p> <p>1.1.2 Risk and reward</p> <p>1.1.3 The role of business enterprise</p>	<p>To develop both a theoretical and practical understanding of enterprise and entrepreneurship. To recognise the degree of risk and reward in business, and how risk can be coped with.</p>	<p>Use business terminology to identify and explain business activity</p> <p>Calculate addition, subtraction &amp; averages</p>	<p>Enterprise and entrepreneurship are the fundamental skills business students required at the start of their journey.</p> <p>Students must be able to understand how business ideas are generated and the associated risks &amp; rewards when starting any enterprise.</p>	<p>Goods, Services, Customer, Consumer, Market, Entrepreneur, Business, Start-up, Products, Goods, Services, Customer, Consumer, Why (New Ideas Come About), Technology, Customer Needs, Obsolete, How (New Ideas Come About), Original Ideas, Adapting Existing Ideas, Dynamic Business, Start-up, Risk, Business Failure, Financial Loss, Lack of Security, Reward, Business Success, Profit, Independence, Enterprise, Purpose of Business Activity, Produce Goods or Services, Meeting Customer Needs, Adding Value, Convenience, Branding, Quality, Design, USP , Role of Entrepreneurship, Organise Resources, Make Business Decisions &amp; Task Risks.</p>
<p>1.2.1 Customer needs</p> <p>1.2.2 Market research</p> <p>1.2.3 Market segmentation</p> <p>1.2.4 The competitive environment</p>	<p>To be able to analyse markets in terms of classifying consumer characteristics, how consumers can be reached and targeted, and what strategies can be developed to cope with the competition.</p>	<p>Apply knowledge and understanding to contemporary business issues and different types and sizes of businesses in local and national.</p>	<p>Spotting a business opportunity is the natural next step for entrepreneurial students.</p> <p>It develops the knowledge and skills required to have the greatest chance of meeting customer needs when developing a product/new business through understanding the basic principles of marketing.</p>	<p>Customer Needs, Marketing , Market Research, Price, Choice, Quality , Convenience, Generate Sales, Survival, Market Research, Purpose of market research, Primary Research, Secondary Research, Survey, Questionnaire, Focus Group, Observation, Internet, Government Reports, Market Reports, Quantitative, Qualitative, Social Media, Reliability, Market, Customer Needs, Segmentation, Market Segment, Market Map , Location, Demographics, Lifestyle, Income, Age, Target Market, Market, Competition, Price, Quality, Location, Product Range/Portfolio, Customer Service, Market Structure, Competitive Market &amp; Non-competitive market.</p>



# Year 10

<p>1.3.1 Business aims and objectives 1.3.2 Business revenues, costs and profits 1.3.3 Cash and cash-flow 1.3.4 Sources of business finance</p>	<p>To be able to analyse business aims and objectives, and how they change over time and with business context. To understand and be able to calculate:  Business revenues, costs and profits.</p> <ul style="list-style-type: none"> <li>Cash and cash-flow.</li> </ul>	<p>Apply knowledge and understanding to contemporary business issues and different types and sizes of businesses in local and national.</p> <p>Develop and apply quantitative skills relevant to business, including using and interpreting data</p>	<p>Following on from understanding the basics of marketing students move on to look at the practicalities of finance and financial monitoring, emphasising that entrepreneurial ideas and strategic aims must be backed up by accurate and up-to-date operational systems.</p>	<p>Aim, Objective, Financial Objective, Survival, Profit, Sales/Revenue/ Turnover, Market Share, Financial Security, Non-financial Objective, Personal Satisfaction, Challenge, Independence and Control, Why Aims and Objectives differ, Sales/Revenue/Turnover, Fixed Costs, Variable Costs, Total Costs, Profit, Loss, Break even, Sales/Revenue/ Turnover, Fixed Costs, Variable Costs, Total Costs, Profit, Loss, Break even, Interest, Margin of Safety, Cash, Importance of Cash to a Business, Cash Flow, Cash Flow Forecast, Insolvency, Overdraft, Business Failure, Cash Inflow, Cash Outflow, Net Cash Flow, Opening Balance, Closing Balance, Overheads, Short-term Sources of Finance, Overdraft, Trade Credit, Long-term Sources of Finance, Personal Savings, Venture Capital, Share Capital, Loan, Retained Profit, Crowd Funding &amp; Collateral.</p>
<p>1.4.1 The options for start-up and small businesses 1.4.2 Business location 1.4.3 The marketing mix 1.4.4 Business plans</p>	<p>To understand the concept of limited liability and how this underpins the spread and reduction of risk for business owners. To develop an understanding of how businesses can market themselves and plan for change.</p>	<p>Apply knowledge and understanding to contemporary business issues and different types and sizes of businesses in local and national.</p> <p>Assess, discuss and evaluate local, national and global contexts business case study contexts.</p>	<p>Following on from understanding the basics of finance students move on to further investigate how operational areas are carried out. The concept of risk is re-visited and reinforced by looking at ways of reducing risk e.g. limited liability companies.</p>	<p>Unlimited Liability, Limited Liability, Legal Structure, Incorporated, Sole Trader, Partnership, Franchise, Private Limited Company (Ltd), Location, Proximity, Nature of business activity, Proximity to market, Proximity to labour, Proximity to raw materials, Proximity to competitors, Infrastructure, Footfall, Fixed Premises, E-Commerce, Marketing Mix, Price, Product, Promotion, Place, How the Elements of the Marketing Mix Work Together, Competitive Environment, Customer Needs, Technology, E-Commerce, Digital Communication, Business Plan, Role of a Business Plan, Purpose of a Business Plan, Loan, Aim, Objective, Budget, Finance, Target Market &amp; Cash Flow Forecast.</p>



## Clevedon School Learning Overview – Business Studies

# Year 11

	Topic:	Enquiry Questions:	Subject Skills	Justification	Subject Vocabulary:
	2.2.1 Product 2.2.2 Price 2.2.3 Promotion 2.2.4 Place 2.2.5 Using the marketing mix to make business decisions	To be able to analyse and apply the different elements of the marketing mix to build a competitive advantage. To understand that the elements of the marketing mix can affect each other.	Apply knowledge and understanding to contemporary business issues and different types and sizes of businesses in national and global contexts  Assess, discuss and evaluate local, national and global contexts business case study contexts.	The marketing knowledge gained in 1.4.3 is expanded upon by investigating each of the elements of the marketing mix in greater detail. In particular, students will investigate how different changes to the marketing mix can affect other elements.	Product, Design Mix, Product Lifecycle, Product Differentiation, Function, Aesthetics, Cost, Introduction, Growth, Maturity, Decline, Extension Strategies, USP, Price, Pricing Strategies, Influence on Price Strategies, Volume, Profit Margin, High-volume Pricing, High-margin Pricing, Technology, Competition, Market Segment, Product Lifecycle, Promotion, Promotional Strategy, Promotional Technology, Advertising, Sponsorship, Product Trials, Special Offers, Branding, Targeted Online Advertising, Viral Advertising, E-Newsletter, Place, Chanel/Method of Distribution, Physical Location, Virtual Location, Retailer, Retailing, E-tailing, E-Commerce, M-Commerce, Marketing Mix, Product, Price, Place, Promotion, How the Marketing Mix influence each other, Integrated Marketing Mix & Competitive Advantage.
	2.3.1 Business operations 2.3.2 Working with suppliers 2.3.3 Managing quality 2.3.4 The sales process	To understand the processes involved in each operational stage (stocks, quality etc) and how the effectiveness of each stage affects the overall success of the whole firm, e.g. competitive costing and pricing, effective customer service etc.	Apply knowledge and understanding to contemporary business issues and different types and sizes of businesses in national and global contexts  Assess, discuss and evaluate local, national and global contexts business case study contexts.	The material here builds on learning in 1.3. Operational processes involved in holding stocks, or not, are investigated and different systems evaluated. The notion of quality and how to control for this in whole organisations are studied.	Operations, Production, Goods, Services, Production Processes, Job, Bespoke, Batch, Flow, Division of Labour, Specialisation, Mass Production, Premium Pricing, Competitive Pricing, Production Technology Impacts, Cost, Productivity, Quality, Flexibility, Stock, Raw Materials, Work in Progress, Finished Goods, Bar Gate Stock Graph, Lead Time, Re-order Level, Re-order Quantity, Buffer Level of Stock, Just-in-time(JIT), Logistics, Procurement, Supplier, Supply Chain, Quality, Delivery Quality, Customer Expectation, Goods, Services, Quality Control, Quality Assurance, Competitive Advantage, Motivation, Sales Process, Customer Service, Customer Expectation, Customer Interest, Product Knowledge, Speed and Efficiency of Service, Customer Engagement, Responses to Customer Feedback, Post-sales Service & Importance of Providing Good Customer Service.



Year 11

<p>Revision of Theme 1 for Mock 2.4.1 Business calculations 2.4.2 Understanding business performance</p>	<p>To further develop an understanding of how the firm's success can be monitored and measured using a range of financial data and ratios</p>	<p>Apply knowledge and understanding to contemporary business issues and different types and sizes of businesses in national and global contexts Develop and apply quantitative skills relevant to business, including using and interpreting data</p>	<p>Further development work following on from 1.3 is carried out with students investigating more complex calculations such as gross and net profit ratios. Investment appraisal is also introduced via the Average Rate of Return.</p>	<p>Income Statement, Sales/Revenue/Turnover, Cost of Sales, Gross Profit, Expenses, Net Profit, Gross Profit Margin, Net Profit Margin, Investment Project, Average Rate of Return (ARR), Data, Quantitative, Qualitative, Graph, Chart, Stakeholder, Financial Data, Marketing Data &amp; Market Data.</p>
<p>2.5.1 Organisational structures 2.5.2 Effective recruitment 2.5.3 Effective training and development 2.5.4 Motivation</p>	<p>To understand the processes involved in each of the elements of the human resource function. To understand that appropriate organisational structure, recruitment, training and staff motivation are crucial elements of business success.</p>	<p>Apply knowledge and understanding to contemporary business issues and different types and sizes of businesses in local, national and global contexts  Assess, discuss and evaluate national and global contexts business case study contexts.</p>	<p>Students investigate and evaluate different corporate structures and evaluate this in terms of how it promotes business success. The Human Resources function is also studied, including analysis and evaluation of different ways of motivating workers.</p>	<p>Organisational Structure, Organisational Chart, Span of Control, Chain of Command, Delaying, Delegation, Line Manager, Subordinate, Hierarchical Structure, Flat Structure, Centralised, Decentralised, Communication, Sender, Receiver, Feedback, Insufficient Communication, Excessive Communication, Barrier, Flexible Hours, Full time, Part-time, Homeworking, Temporary contract/employee, Permanent contract/employee, Freelance contract, Hot-desking, The impact of technology on ways of working, Roles, Responsibilities, Directors, Senior managers Supervisors/ team leaders Operational staff, Support staff, Person specification, Job description, Application form, CV, Internal Recruitment, External Recruitment, Training, Ways of training and developing, Why train and develop, Formal training, Informal training, Self-learning, Ongoing training, Performance review, Target setting, Motivation, Retention/retain, Technology, Motivation, Attracting Employees, Retaining Employees, Productivity, Financial methods, Remuneration, Bonus, Commission, Promotion, Fringe benefits, Non-financial methods, Job rotation, Job enrichment &amp; Autonomy.</p>



<h1>Year 11</h1>	<p>Two examination papers: Paper 1 = Theme 1 Paper 2 = Theme 2</p>	<p>Be able to apply knowledge and understanding of Theme 1 for Paper 1 and Theme 2 for Paper 2.</p>	<p>Apply knowledge and understanding to contemporary business issues and different types and sizes of businesses in national and global contexts Develop and apply quantitative skills relevant to business, including using and interpreting data Assess, discuss and evaluate national and global contexts business case study contexts.</p>	<p>The final step during Term 5 is to use relentless preparation of applying knowledge to exam paper style questions.</p> <p>A key focus is to test the general knowledge and understanding of the original topics covered in Yr10 as these can often be the most difficult for students to recall.</p>	<p>All key terms from above.</p>
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## Clevedon School Learning Overview – Business Studies

	Topic:	Enquiry Questions:	Subject Skills	Justification	Subject Vocabulary:
Year 12	1.1.1 The market 1.1.2 Market research 1.1.3 Market positioning 2.1.1 Internal finance 2.1.2 External finance 2.1.3 2.1.4 Planning	Be able to differentiate between primary and secondary research, and evaluate when each is more appropriate in given contexts	Apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts  Demonstrate, apply, analysis and evaluate national and global contexts business case study contexts.	1.1 gives students an appreciation of the dynamic nature of markets and teaches them the principles behind sound market research, and how important this is to firms positioning themselves within a market. 2.1 introduces students to the concept of liability and the need for firms to consider a range of internal and external financing for day to day business activity and long-term strategic investment.	Market, Customer, Competitor, Porter's 5 Forces, Market Orientation, Product Orientation, Market Mapping, Market Positioning, Porters Generic Strategies, Market Research, Primary Research, Secondary Research, Observation, Survey, Interview, Focus Group, Market Intelligence, ONS, Sampling, Market Segmentation, Demographic, Behavioural, Psychographic, Quantitative, Qualitative  Owner's capital: personal savings, Retained profit, Sale of assets, Sources of finance:, family and friends, banks, peer-to-peer funding , business angels, crowd funding, other businesses, Methods of finance: , Loans, share capital , venture capital, overdrafts , leasing , trade credit, grants, Limited liability, Unlimited Liability, Public Limited Company, Private Limited Company, Sole Trader, Partnership, Business Plan, Cash Flow Forecast, Inflow, Outflow, Net Cash Flow, Opening Balance and Closing Balance.
	1.2.1 Demand 1.2.2 Supply  1.2.3 Markets 1.2.4 Price elasticity of Demand 1.2.5	Be able to use diagrammatic analysis to support arguments for price level and real output level changes. Evaluate the use of price changes using elasticity in context.	Apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts Demonstrate, apply, analysis and evaluate national and global	Covers the basic economic concepts of supply and demand, which students appreciate are the main drivers behind market pricing and output decisions made by firms. This, along with the concept of elasticity is returned to again and again during the syllabus and forms one of the most synoptic	Demand, Supply, Laws of D&S. Correlation Proportional, Demand Shift, Supply Shift, External Influences, Price Elasticity of Demand, Income Elasticity of Demand, Equilibrium Price Sales forecast, Consumer trends, Economic trends, Actions of competitors, Sales Volume, Sales Revenue, Fixed Costs, Variable Costs, Total Costs, Contribution, Break-even, Break-even point, Margin of safety, Budgets,



	<p>Income elasticity of demand 2.2.1 Sales forecasting 2.2.2 Sales, revenue and costs 2.2.3 Break-even 2.2.4 Budgets</p>	<p>Be able to interpret break-even diagrams and calculate various measures associated with break-even e.g. revenue, margin of safety etc.</p>	<p>contexts business case study contexts.  Develop and apply quantitative skills relevant to business, including using and interpreting data</p>	<p>elements for essay work later on. 2.2 Students appreciate the concepts of break-even, and the important need for accurate forecasting if businesses are to survive in competitive markets</p>	<p>Historical figures, Zero based, Variance analysis, Favourable variance and Adverse variance.</p>
	<p>1.3.1 Product/service Design 1.3.2 Branding and Promotion 1.3.3 Pricing strategies 1.3.4 Distribution 1.3.5 Marketing strategy 2.3.1 Profit 2.3.2 Liquidity 2.3.3 Business failure</p>	<p>Evaluate marketing strategies in context, with an appreciation that changes to each element of the marketing mix may affect some or all of the other elements Be able to interpret income statements and balance sheets in context, and make appropriate financial evaluations using appropriate calculations and ratios.</p>	<p>Apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts  Demonstrate, apply, analysis and evaluate national and global contexts business case study contexts.</p>	<p>1.3 The basic marketing elements of price, place, product and promotion are introduced to students. These are fundamental in the understanding of how businesses choose market strategies and build market brands. 2.3 The importance of the need to properly record financial transactions is emphasised, via the construction of standard financial documents using appropriate calculations.</p>	<p>Product, Function, Features, Aesthetics, R&amp;D, Needs, Benefits, Branding, Customer Loyalty, Emotional Response, Promotion, Message, Method, Medium, Advertising, PR, Sponsorship, Endorsement, Sales Promotion, Broadcast Media, Social Media, Ambient Media, Print Media, Price, Price Skimming, Premium Pricing, Competitive Pricing, Low-Cost Pricing, Penetration Pricing, Predatory Pricing, Distribution Channel, Wholesale, Retail, Direct Sales, Logistics, Product Life Cycle, Extension Strategy, Rebranding, Product Development, Market Development, Growth, Saturation, Maturity, Boston Matrix, Cash Cow, Dog, Question Mark, Star  Sales Revenue, Cost of Sales, Gross Profit, Expenses, Operating Profit, Net Profit, Statement of Comprehensive Income, Gross Profit Margin, Operating Profit Margin, Net Profit Margin, Cash, Profit, Non-current assets, Current Assets, Non-current liabilities, Current Liabilities, Net Current Assets (Working Capital), Net Assets, Capital Employed, Statement of Financial Position, Current Ratio, Acid Test, Business Failure, Financial Factors and Non-financial factors.</p>



	<p>1.4.1 Approaches to Staffing            1.4.2 Recruitment, selection and training            1.4.3 Organisational Design            1.4.4 Motivation in theory and practice            1.4.5 Leadership            2.4.1 Production, productivity and efficiency            2.4.2 Capacity utilisation            2.4.3 Stock control            2.4.4 Quality management</p>	<p>Be able to identify and analyse the different stages of the recruitment process, and evaluate means of motivating staff.            Be able to analyse operational aspects of business activity, make necessary calculations and evaluate business performance in context.</p>	<p>Apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts</p> <p>Demonstrate, apply, analysis and evaluate national and global contexts business case study contexts.</p> <p>Develop and apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>1.4 Students appreciate that human resources are arguably the firm's most important asset, and the need for an appropriate organisational structure is crucial in allowing effective performance and motivation of staff.            2.4 Techniques of stock control, capacity utilisation are examined, and the importance of productivity in the proper management of resources is emphasised.</p>	<p>Human Resources, Soft HR, Hard HR, Motivation, Maslow's Hierarchy, Herzberg Motivators &amp; Hygiene Factors, Financial Rewards, Non-Financial Rewards, Fringe Benefits, Remuneration, Salary. Wages, Piece Rate, Theory X, Theory Y, Task Focus, People Focus, Internal Recruitment, External Recruitment, On-The Job Training, Off-The-Job Training, Induction, Exit Interviews, Dismissal, Redundancy, Incompetence, Gross Misconduct            Tall Structure, Wide Structure, Matrix Structure, Span of Control, Chain of Command, Delegation, Responsibility, Accountability, Autonomy, Centralised, Decentralised, Transactional, Transformational, Autocratic, Democratic, Laissez Faire</p> <p>Production, Job, Batch, Flow, Cell, Productivity, Efficiency, Unit cost, Labour Intensive, Capital Intensive, Capacity, Capacity Utilisation, Stock Control Diagram, Buffer Stock, JIT, Waste Minimisation, Lean Production, Quality, Quality Control, Quality Assurance, Quality Circles, TQM and Continuous Improvement (Kaizen).</p>
	<p>1.5.1 Role of an Entrepreneur            1.5.2 Entrepreneurial motives and characteristics            1.5.3 Business objectives            1.5.4 Forms of business            1.5.5</p>	<p>Be able to evaluate entrepreneurial and Leadership qualities and how these apply in different organisational contexts.            Be able to evaluate actions that firms must take in</p>	<p>Apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts</p>	<p>1.5 The importance of entrepreneurs is emphasised here. The characteristics of good entrepreneurs are important to understand how ideas are brought to fruition and how organisations are led.</p>	<p>Innovation, Risk, Reward, Intuition, Subjective, Objective, Tenacity, Adaptability, Resilience, Sole Trader, Partnership, LLP, Ltd, PLC, Liability, Share Capital, Person of Significant Interest, Opportunity Cost, Trade Off</p> <p>Economic Influences, Inflation, Cost Push, Demand Pull, CPI, Exchange Rates,</p>



## Cleveland School Learning Overview – Business Studies

	<p>Business choices 1.5.6 Moving from entrepreneur to leader 2.5.1 Economic influences 2.5.2 Legislation 2.5.3 The competitive environment</p>	<p>reacting to their external environment and the consequences of such actions.</p>	<p>Demonstrate, apply, analysis and evaluate national and global contexts business case study contexts.</p>	<p>2.5 A firm must pay attention to the external environment and behave in accordance with the law. It is also crucial to monitor the economic environment and adjust behaviour and strategy appropriately.</p>	<p>Appreciation, Depreciation, SPICED, WPIDEC, Interest, Taxation, Government Spending, Business Cycle, GDP, Boom, Bust, Legislation, Consumer Protection, Employee Protection, Environmental Protection, Competition Policy, Health and Safety, Competition, Market Size, Monopoly, Oligopoly, Monopolistic and Perfect Competition.</p>
	<p>3.1.1 Corporate objectives 3.1.2 Theories of corporate strategy 3.1.3 SWOT analysis 3.1.4 Impact of external influences 4.1.1 Growing economies 4.1.2 International trade and business growth 4.1.3 Factors contributing to increased globalisation 4.1.4 Protectionism 4.1.5 Trading Blocs</p>	<p>Be able to identify and evaluate the different objectives firms have in a given context. Be able to use SWOT analysis in context and evaluate its usefulness Be able to analyse the reasons behind international trade and the subsequent benefits and costs to businesses and other economic agents.</p>	<p>Apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts  Demonstrate, apply, analysis and evaluate national and global contexts business case study contexts.</p>	<p>3.1 It is important to recognise the difference between objectives and long-term strategy and to understand and evaluate the tools that businesses use to set and adjust these e.g. SWOT analysis. 4.1 Globalisation is a centuries-old process that has affected the welfare of citizens all over the world. Students need to understand the reasons behind this process and how businesses are affected by it. It is also important to know and understand why trade is often obstructed by different forms of protectionism, and the potential consequences of this.</p>	<p>Mission Statement, Corporate Aims, Corporate Objectives, Strategy, Tactics, Ansoff's Matrix, Porters Strategic Matrix, Boston Matrix, Kay's Distinct Capabilities, SWOT, PESTLE and Porter's Five Forces.  GDP, Literacy, Health, Wealth, Appreciation, Bureaucracy, Capital, FDI, Imports, Exports, Ease of doing, Business, Legislation, Comparative Advantage, Cultural Diversity Depreciation, Differentiation, Disposable Income, Economies of Scale, Globalisation, Homogenous, Human Development Index, Infrastructure, Joint Venture, LEDC, Liberalisation, Life Expectancy, MEDC, Merger, MNC, Niche Market, Off-Shoring, Organic Growth, Outsourcing, Productive Capacity, Protectionism, Purchasing Power Parity, Quota, Stakeholder, Tariff, Trading Bloc, Subsidy, Specialisation</p>



## Clevedon School Learning Overview – Business Studies

# Year 13

	Topic:	Enquiry Questions:	Subject Skills	Justification	Subject Vocabulary:
	3.2.1 Growth 3.2.2 Mergers and takeovers 3.2.3 Organic growth 3.2.4 Reasons for staying small 4.4.1 Conditions that prompt trade 4.2.2 Assessment of a country as a market 4.2.3 Assessment of a country as a production location 4.2.4 Reasons for global mergers or joint mergers. 4.2.5 Global competitiveness	Be able to identify different forms of growth and evaluate which has the most potential for success in given contexts. Be able to evaluate factors that encourage firms to enter international markets, produce in other countries and evaluate different cases in context.	Apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts  Demonstrate, apply, analysis and evaluate national and global contexts business case study contexts.	3.2 Businesses use organic and external growth methods as a means of corporate development, and an understanding of how this will affect firms' behaviour and effectiveness is important. 4.2 Firms wishing to trade abroad must consider the markets they are moving to, and the risks involved in doing so. An appreciation of the need to alleviate risk in this context is an important part of understanding firms' behaviour in international markets	Growth, Economies of Scale, Market Share, Profitability, Brand Image, Diseconomies of Scale, Internal Communication, Overtrading, Inorganic Growth, Merger, Takeover, Horizontal Integration, Vertical Integration, Financial Risks, Financial Rewards, Organic Growth, Differentiation, USP, Flexibility, Customer Needs & E-Commerce.  Push Factor, Pull Factor, GDP, Literacy, Health, Wealth, Appreciation, Bureaucracy, Capital, FDI, Imports, Exports, Ease of doing, Business, Legislation, Saturation, Diversification, Comparative Advantage, Cultural Diversity Depreciation, Differentiation, Disposable Income, Economies of Scale, Exploitation Globalisation, Homogenous, Human Development Index, Infrastructure, Joint Venture, LEDC, Liberalisation, Life Expectancy, MEDC, Merger, MNC, Niche Market, Off-Shoring, Organic Growth, Outsourcing, Productive Capacity, Protectionism, Purchasing Power Parity, Quota, Stakeholder, Tariff, Trading Bloc, Subsidy, Specialisation
	3.3.1 Quantitative sales forecasting 3.3.2 Investment appraisal 3.3.3 Decision trees 3.3.4 Critical Path Analysis 4.3.1	Be able to make appropriate calculations, make decisions based on these, and evaluate decisions taking into account other external factors. Be able to identify and evaluate different marketing strategies in different contexts.	Apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts  Demonstrate, apply, analysis and evaluate	3.3 Critical path analysis, decision trees etc are standard ways of approaching many business problems and an understanding of this gives an important insight into business problem-solving in general.	Time-series Analysis (Moving Averages), Scatter Graph, Line of Best Fit, Extrapolation, Investment Appraisal, Simple Payback, Average (Accounting) Rate of Return, Discounted Cash Flow (NPV), Decision Trees, Critical Path Analysis, Critical Path, Earliest Start Time, Latest Finish Time and Total Float.  Culture, Morals, Values, Norms, Ethnocentric, Geocentric, Polycentric, Niche Market, Mass Market. Segmentation, Differentiation



## Clevedon School Learning Overview – Business Studies

	<p>Marketing 4.3.2 Niche markets 4.3.3 Cultural/social factors</p>		<p>national and global contexts business case study contexts.</p> <p>Develop and apply quantitative skills relevant to business, including using and interpreting data.</p>	<p>4.3 Marketing is essentially how most firms communicate with customers. It is important to know how this communication differs when trading abroad, due to cultural, ethnic and language variations.</p>	
	<p>3.4.1 Corporate influences 3.4.2 Corporate culture 3.4.3 Shareholders versus Stakeholders 3.4.4 Business ethics 4.4.1 The impact of MNCs 4.4.2 Ethics 4.4.3 Controlling MNCs</p>	<p>Be able to identify and evaluate different corporate cultures, and how the different aims of stakeholders can cause potential conflict.</p> <p>Be able to analyse the activities of Multi-National corporations, and the potential advantages and disadvantages of their operations.</p>	<p>Apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts</p> <p>Demonstrate, apply, analysis and evaluate national and global contexts business case study contexts.</p>	<p>3.4 An understanding of corporate culture and the problems of balancing the needs and motives of different business stakeholders is a crucial part of business operation and, ultimately, success. 4.4 Multinational corporations are an important component of globalisation and an evaluation of their benefits is important, as is an appreciation of the need to monitor and control their activities.</p>	<p>Corporate Timescales, Short-termism, Long-termism, Evidence-based Decision Making, Subjective Decision Making, Corporate Culture, Strong Culture, Weak Culture, Power, Role, Task, Person, Stakeholders, Internal Stakeholders, External Stakeholders, Stakeholder Objectives, Stakeholder Influences, Shareholder,</p> <p>Shareholder Influences, Stakeholder Conflict, Ethics, Trade-offs and Corporate Social Responsibility, Pressure groups, Boycotts, Campaigns, Lobbying, MNC, Exploitation</p>
	<p>3.5.1 Interpretation of financial statements 3.5.2 Ratio analysis 3.5.3 Human resources 3.6.1 Causes and effects of change</p>	<p>Be able to calculate necessary figures and ratios, and use them to evaluate business performance.</p> <p>Be able to identify different features of change which affects corporations and evaluate policies that they adopt to cope with this.</p>	<p>Apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts</p>	<p>3.5 This involves further work on the calculation of standard ratios which measure profitability, liquidity and efficiency. These are crucial indicators of business health and an</p>	<p>Sales Revenue, Cost of Sales, Gross Profit, Expenses, Operating Profit, Net Profit, Statement of Comprehensive Income, Gross Profit Margin, Operating Profit Margin, Net Profit Margin, Cash, Profit, Non-current assets, Current Assets, Non-current liabilities, Current Liabilities, Net Current Assets (Working Capital), Net Assets, Capital Employed, Statement of Financial Position, Current Ratio, Acid Test, Gearing Ratio, Return on Capital Employed (ROCE), Labour Productivity, Labour</p>



## Clevedon School Learning Overview – Business Studies

	<p>3.6.2 Key factors in change 3.6.3 Scenario planning</p>		<p>Demonstrate, apply, analysis and evaluate national and global contexts business case study contexts.</p>	<p>evaluation of their use is fundamental knowledge concerning how businesses function. 3.6 It is crucial to understand that businesses exist in a dynamic world, and therefore there is a need for activities such as scenario planning.</p>	<p>Turnover and Retention, Absenteeism, Human Resource Strategy, Financial Rewards, Employee Share Ownership, Consultation Strategies and Empowerment Strategies.</p> <p>Business Change, Changes in Organisational Size, Poor Business Performance, New Ownership, Transformational Leadership, PESTLE, Organisational culture, Size of organisation, Time/speed of change, Managing resistance to change, Scenario Planning, Risk Assessment, Natural Disasters, IT Systems Failure, Loss of Key Staff, Risk Mitigation, Business Continuity and Succession Planning.</p>
	<p>Three examination papers: Paper 1 = Themes 1 and 4 Paper 2 = Themes 2 and 3 Paper 3 = Synoptic from all syllabus areas.</p>	<p>Be able to apply knowledge and understanding of Theme 1, 2, 3 &amp; 4 to Paper 1, Paper 2 &amp; Paper 3</p>	<p>Apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts</p> <p>Demonstrate, apply, analysis and evaluate national and global contexts business case study contexts.</p> <p>Develop and apply quantitative skills relevant to business,</p>	<p>The final step during Term 5 is to use relentless preparation of applying knowledge to exam paper style questions.</p> <p>A key focus is to test the general knowledge and understanding of the original topics covered in Yr12 as these can often be the most difficult for students to recall.</p>	<p>All key terms from above.</p>
	<p>3.2.1 Growth 3.2.2 Mergers and takeovers 3.2.3 Organic growth 3.2.4 Reasons for staying small</p>	<p>Be able to identify different forms of growth and evaluate which is has the most potential for success in given contexts. Be able to evaluate factors that encourage firms to enter international markets, produce in other countries</p>	<p>Apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts</p>	<p>3.2 Businesses use organic and external growth methods as a means of corporate development, and an understanding of how this will affect firms' behaviour and</p>	<p>Growth, Economies of Scale, Market Share, Profitability, Brand Image, Diseconomies of Scale, Internal Communication, Overtrading, Inorganic Growth, Merger, Takeover, Horizontal Integration, Vertical Integration, Financial Risks, Financial Rewards, Organic Growth, Differentiation, USP, Flexibility, Customer Needs &amp; E-Commerce.</p>



	<p>4.4.1 Conditions that prompt trade</p> <p>4.2.2 Assessment of a country as a market</p> <p>4.2.3 Assessment of a country as a production location</p> <p>4.2.4 Reasons for global mergers or joint mergers. 4.2.5 Global competitiveness</p>	<p>and evaluate different cases in context.</p>	<p>Demonstrate, apply, analysis and evaluate national and global contexts business case study contexts.</p>	<p>effectiveness is important.</p> <p>4.2 Firms wishing to trade abroad must consider the markets they are moving to, and the risks involved in doing so. An appreciation of the need to alleviate risk in this context is an important part of understanding firms' behaviour in international markets</p>	<p>Push Factor, Pull Factor, GDP, Literacy, Health, Wealth, Appreciation, Bureaucracy, Capital, FDI, Imports, Exports, Ease of doing, Business, Legislation, Saturation, Diversification, Comparative Advantage, Cultural Diversity Depreciation, Differentiation, Disposable Income, Economies of Scale, Exploitation Globalisation, Homogenous, Human Development Index, Infrastructure, Joint Venture, LEDC, Liberalisation, Life Expectancy, MEDC, Merger, MNC, Niche Market, Off-Shoring, Organic Growth, Outsourcing, Productive Capacity, Protectionism, Purchasing Power Parity, Quota, Stakeholder, Tariff, Trading Bloc, Subsidy, Specialisation</p>
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