



Love of Learning, Opportunity, Resilience, Respect

2024-2025 Boston High School Business Curriculum Overview

Year	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
10	1.1 Enterprise and entrepreneurship <ul style="list-style-type: none"> The dynamic nature of business Risk and reward The role of business enterprise 	1.2 Spotting a business opportunity <ul style="list-style-type: none"> Customer needs Market research Market segmentation The competitive environment 	1.3 Putting a business idea into practice. <ul style="list-style-type: none"> Business aims and objectives. Business revenues, costs, and profits Cash and cash flow Sources of business finance 	1.4 Making a business effective. <ul style="list-style-type: none"> The options for start-up and small businesses Business location The marketing mix Business plans 	1.5 External influences on business <ul style="list-style-type: none"> Business stakeholders Technology and business Legislation and business The economy and business External influences 	Revision - Theme 1 End of year examination 2.1 Growing a Business Business growth Changes in business objectives
11	2.1 Growing a Business <ul style="list-style-type: none"> Business and globalisation Ethics, the environment, and business 2.4 Making Marketing Decisions <ul style="list-style-type: none"> Average rate of return Gross profit, net profit 	2.1 Growing a Business <ul style="list-style-type: none"> Business and globalisation Ethics, the environment, and business 2.4 Making Marketing Decisions <ul style="list-style-type: none"> GPM and NPM Understanding business performance 	2.2 Making Marketing Decisions <ul style="list-style-type: none"> 4Ps Using the marketing mix to make decisions. 2.5 Making Human Resource Decisions <ul style="list-style-type: none"> Organisational structures Effective recruitment 	2.3 Making Operational Decisions <ul style="list-style-type: none"> Business operations and production processes Managing stocks Managing quality The sales process 2.5 Making Human Resource Decisions <ul style="list-style-type: none"> Effective training and development Motivation 	2.3 Making Operational Decisions <ul style="list-style-type: none"> Business operations and production processes Managing stocks Managing quality The sales process Revision – Question structures Formulae 	
12	1.1 Meeting customer needs ((1 – 3) <ul style="list-style-type: none"> The market Market research Market positioning 1.2 The Market (4 – 6) <ul style="list-style-type: none"> Demand Supply Market and 	1.2 The Market (7 -8) <ul style="list-style-type: none"> Price elasticity of demand Income elasticity of demand 1.3 Marketing mix and strategy (9 – 12) <ul style="list-style-type: none"> Product and service design Branding and 	1.3 Marketing mix and strategy (13) <ul style="list-style-type: none"> Marketing strategy 1.4 Managing people (14 – 16) <ul style="list-style-type: none"> Approaches to staffing. Recruitment, selection and training 	1.4 Managing people (17 – 18) <ul style="list-style-type: none"> Motivation in theory and practice Leadership 1.5 Entrepreneurs and leaders (19 – 22) <ul style="list-style-type: none"> Role of an entrepreneur Entrepreneurial motives and 	1.5 Entrepreneurs and leaders (23 – 25) <ul style="list-style-type: none"> Forms of Business 2 Business choice Moving from entrepreneur to leader Year 12 exams	3.1 Business objectives and strategy (46 – 47) <ul style="list-style-type: none"> Corporate Objectives Theories of corporate strategy SWOT analysis Impact of external influences



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	<p>Equilibrium</p> <p>2.1 Raising finance (26 – 29)</p> <ul style="list-style-type: none"> Internal Finance External Finance Liability Planning <p>2.2 Financial Planning (30)</p> <ul style="list-style-type: none"> Sales forecasting 	<p>promotion</p> <ul style="list-style-type: none"> Pricing strategy Distribution <p>2.2 Financial planning (31 – 33)</p> <ul style="list-style-type: none"> Sales, Revenue and costs Break even Budgets <p>2.3 Managing Finance (34 – 35)</p> <ul style="list-style-type: none"> Profit 	<ul style="list-style-type: none"> Organisation design <p>2.3 Managing finance (35 – 36)</p> <ul style="list-style-type: none"> Liquidity Business Failure <p>2.4 Resource Management (37 – 40)</p> <ul style="list-style-type: none"> Production, productivity and efficiency Capacity utilisation Stock Control Quality Management 	<p>characteristics</p> <ul style="list-style-type: none"> Business Objectives Forms of business 1 <p>2.4 Resource management ((40)</p> <ul style="list-style-type: none"> Quality <p>2.5 External Influences 41 – 43)</p> <ul style="list-style-type: none"> Economic Influences Legislation The Competitive Environment 	<ul style="list-style-type: none"> Revision Theme 1 and 2 Question techniques Formulae Key terms Practice questions <p style="text-align: center;">End of year exam</p>	<p>4.1 Globalisation (66 – 68)</p> <ul style="list-style-type: none"> Growing economies International trade to increased globalisation. Factors contributing to increased globalisation.
13	<p>4.1 Globalisation (66 – 68)</p> <ul style="list-style-type: none"> Recap only (end of Y12 study) <p>4.1 Globalisation (69 - 70)</p> <ul style="list-style-type: none"> Protectionism Trading blocs <p>3.1 Business objectives and strategy (46 – 47)</p> <ul style="list-style-type: none"> Corporate Objectives Theories of corporate strategy SWOT analysis Impact of external 	<p>4.2 Global markets and Business expansion (71 – 72)</p> <ul style="list-style-type: none"> Conditions that prompt trade Assessment of a country as a market Assessments of a country as a production location <p>3.4 Influences on business decisions (56 – 59)</p> <ul style="list-style-type: none"> Corporate influences Corporate culture Shareholders versus stakeholders Business ethics 	<p>4.2 Global markets and business expansion (74- 75)</p> <ul style="list-style-type: none"> Reasons for global mergers or joint ventures Global competitiveness <p>3.5 Assessing competitiveness (60 -62)</p> <ul style="list-style-type: none"> Interpretation of financial statements Ratio analysis Human resources <p>4.3 Global Marketing (76 – 78)</p>	<p>4.3 Global Marketing (76 – 78)</p> <ul style="list-style-type: none"> Marketing Niche markets Cultural/ social factors <p>Pre-release case study</p> <p>4.4 Global Industries and Companies (MNCs) 79 – 81</p> <ul style="list-style-type: none"> The impact of MNC's Ethics Controlling MNC's 	<p>Revision</p> <p>Practice questions</p> <p>Timed activities</p> <p>Key terms</p> <p>Formulae tasks</p>	



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	<p>influences</p> <p>3.2 Business Growth (48 - 51)</p> <ul style="list-style-type: none">• Growth• Mergers and Takeovers• Organic growth• Reasons for staying small. <p>3.3 Decision Making Techniques (52 – 55)</p> <ul style="list-style-type: none">• Quantitative sales forecasting• Investment appraisal• Decision trees• Critical path analysis	<p>3.6 Managing Change (63 – 65)</p> <ul style="list-style-type: none">• Causes and effects of change.• Key factors in change <p>Scenario Planning</p>	<ul style="list-style-type: none">• Marketing• Niche markets• Cultural/ social factors <p>Pre-release case study</p>			
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NOTE: The timings may vary due to the needs of individual students and classes but it is envisaged that all classes will cover the curriculum above.