BUSINESS, ENTERPRISE & MARKETING

Careers Accountant Entrpreneur Management sales Market researcher Social Media Manager --- and so on!

CURRICULUM MAP

University Business Management Economics Marketing Human resources **Business Finance**

..and so on!

Year 13 - A-Level

Corporate strategy Decision-making techique Organic & inorganic growth Quantitative sales forecasting Investment appraisal Corporate influences **Business** ethics Ratio analysis Human resource efficiency Globalisation International trade Trading blocs

Multi-national corporations

Business communication Organising effective meetings Prioritising workload Workplace protocols Transaction documents Types of business customer Meeting customer expectations Managing corporate profiles Providing great customer service Organising and running a major

Year 12 - A-Level

Markets Market positioning Supply & Demand Price elasticity Marketing strategy Human resource management Enterprise Sources of finance Resource management

Financial analysis Budgeting **Operations** External factors



0

<u>o</u>

Year 12 - Applied

Business aims and objectives **Business ownership** Recording financial data Stakeholders **SWOT** analysis **Business planning** Market analysis Sampling

Carrying our primary & secondary research Evaluating the success of marketing campaigns



EXAM

0

0 0



Year 11 - Key Topics

Types of business ownership Financing your business venture Revenue & costs **Profit** Breaking even **Business planning** Different business functions

Year 10 Key Topics



Market segmentation

Identifying your target audience Customer feedback techniques Developing a marketing mix Design mix Branding Product differentiaton External influences on product development How to advertise your business Providing effective customer service Setting the right price Using sales promotions





YEAR

Year 9 Key Topics

Finding a good location for your business What makes a good entrepreneur? Types of business Marketing basics Using technology in marketing Conducting market research Product life cycle **Product differentiation**

Our aim....

...is to develop the following entrepreneurial skills within our



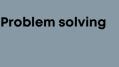


Creativity

Collaboration



Presentation



Communication

Innovation

