

BUSINESS, ENTERPRISE & MARKETING

CURRICULUM MAP

Careers

Accountant
Entrepreneur
Management
Sales
Market researcher
Social Media
Manager
---and so on!

University

Business
Management
Economics
Marketing
Human resources
Business Finance
..and so on!

Year 13 - A-Level

Corporate strategy
Decision-making techniques
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

Year 13 - Applied

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 event

YEAR
13

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

Year 12 - Applied

Business aims and objectives
Business ownership
Recording financial data
Stakeholders
SWOT analysis
Business planning
Market analysis
Sampling
Carrying out primary & secondary research
Evaluating the success of marketing campaigns

YEAR
12

Year 11 - Key Topics

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

YEAR
11

Year 10 Key Topics

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

YEAR
10

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

YEAR
9

Our aim....

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



Creativity



Presentation



Problem solving



Communication



Collaboration



Innovation