

CURRICULUM AND ASSESSMENT PLAN

BUSINESS

YEAR 10



Our curriculum is designed to enable students to understand more about the business world and develop into critically minded, enterprising individuals. The curriculum allows students to develop as commercially minded and enterprising individuals who think critically, drawing on business information and evidence to develop arguments and make justified decisions.

	Prior learning	Students will use prior learning from a range of subjects including; maths PRE and engineering to support in their GCSE business studies. Calculations learnt in maths are transferrable into finance, production from engineering, ethics from PRE.
	GCSE course	Exam board and course: Edexcel GCSE Business Exams: 2, 1 hour 45-minute exams Paper 1 topics: Investigating small business Paper 2 topics: Building a business
	Personal development	Students will be exposed to a range of careers throughout studying business. These include roles in; marketing, finance, human resources, operations & production

	AUTUMN 1	AUTUMN 2	SPRING	SUMMER
TOPIC/KNOWLEDGE	Theme 1: Introduction to small businesses Topic 1.1 Enterprise and entrepreneurship & Topic 1.2 Spotting a business opportunity All students will know: <ul style="list-style-type: none">Why and how new business ideas come aboutThe impact of risk and reward on business activityThe role of business enterprise and the purpose of business activityThe role of entrepreneurshipThe importance of understanding customer needsThe purpose of market researchMethods of market researchThe use of data in market researchHow businesses use market segmentation to target customersThe importance of understanding the competitive environment	Theme 1: Introduction to small businesses Topic 1.3 Putting a business idea into practice All students will know: <ul style="list-style-type: none">What business aims and objectives areThe concepts and calculations of revenue, costs, profit/loss, interest, break-even & margin of safetyHow to interpret break-even diagramsThe importance of cash to a businessCalculation and interpretation of cash-flow forecastsSources of finance for a start-up or established small business	Theme 1: Introduction to small businesses Topic 1.4 Making the business effective All students will know: <ul style="list-style-type: none">The concept of limited liabilityThe types of business ownership for start-upsThe option of starting up and running a franchiseFactors influencing business locationWhat the marketing mix is and the importance of each elementHow the marketing mix work togetherThe role and importance of a business planThe purpose of business planning activity	Theme 1: Introduction to small businesses Topic 1.5 Understanding external influences on business All students will know: <ul style="list-style-type: none">Who business stakeholders are and their difference objectivesDifferent types of technology used by businessesHow technology influences business activityThe purpose and impact of legislation on businessThe impact of the economic climate on businessThe importance of external influences on business
SKILLS	Entrepreneurial and Business Awareness Idea generation and innovation – understanding how entrepreneurs create business ideas and develop unique selling points (USPs). Risk management – evaluating risks vs. rewards when starting a business. Understanding customer needs – recognising how to meet changing customer preferences through market research. Market and Customer Analysis Market research skills – interpreting primary and secondary research to inform business decisions. Market segmentation – identifying different types of customers and tailoring products/services to meet their needs. Competitive analysis – evaluating competitors and identifying how to gain a competitive advantage. Decision-Making and Judgement Making marketing decisions – choosing appropriate pricing, promotion, and distribution strategies for a small business. Understanding enterprise and ownership types – selecting the right legal structure (e.g., sole trader, partnership). Justifying business decisions – giving reasoned arguments based on case study evidence. Numeracy Basic financial calculations – revenue, costs, profit, and break-even analysis. Cash flow interpretation – understanding the importance of cash flow and forecasting. Financial decision-making – selecting suitable sources of finance for small businesses. Communication and Application Using business terminology accurately – applying key terms such as "limited liability", "customer needs", "break-even" etc. Structured written responses – explaining and analysing small business issues clearly in exam-style questions. Linking knowledge to context – applying understanding to real-world small business scenarios. Broader Enterprise Skills Creativity and initiative – appreciating the role of entrepreneurs in driving innovation. Understanding business aims and objectives – recognising how small businesses set short- and long-term goals. Ethical and environmental awareness – considering stakeholder needs and sustainability in decision-making.			
ASSESSMENT	Assessments at GCSE will be marked using four assessment objectives (AOs): AO1: Demonstrate knowledge and understanding of business concepts and issues AO2: Apply knowledge and understanding of business concepts and issues to a variety of contexts AO3: Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions Each topic will include an end of topic assessment that includes a knowledge test that is assessed and will include a variety of questions that students can expect to be faced with in their GCSE exams. These will be marked by the class teacher and feedback provided to students, so they are aware of current progress. Year 10 will also complete mock exams at the end of the year in the following format: Paper 1: Investigating small business (50 minutes)			
VOCAB	Enterprise Entrepreneur Risk Reward Business idea Added value Unique Selling Point (USP) Invention Innovation Customer needs Market gap Market mapping Market research Primary research Secondary research Qualitative data	Quantitative data Reliability Market segment Market segmentation Target market Competitor Competitive advantage Customer needs Aims Objectives SMART Revenue Costs Fixed costs Variable costs Total costs Profit Loss	Break-even Break-even chart Margin of safety Cash Cash inflow Cash outflow Cash flow forecast Net cash flow Opening balance Closing balance Short-term finance Long-term finance Overdraft Loan Trade credit Venture capital Share capital Crowd funding Retained profit	Sole trader Partnership Private limited company (Ltd) Limited liability Unlimited liability Franchising Franchisee Franchisor Location E-commerce M-commerce Marketing mix (4Ps: Product, Price, Place, Promotion) Business plan Stakeholder Legislation Economy Ethics

READING SKILLS

In Business we use the careful reading strategy – before we read, we pre-teach vocabulary and practise this, during reading we highlight key information from business case studies; after reading we complete exam styled questions linked to the case study.

PERSONAL DEVELOPMENT

Students are exposed to; Private and public sector job roles, Marketing, Becoming an entrepreneur, Data Analytics, Finance and Product Design

SUPPORTING STUDENTS AT HOME

Exam practice is the best way to improve grades over time. We encourage students to complete as many questions as possible throughout the course and should also do this at home.

- Useful websites to revise from include;
- BBC Bitesize
 - GCSEPOD
 - Save my exams

CURRICULUM AND ASSESSMENT PLAN

ORMISTON
SWB
ACADEMY

BUSINESS

YEAR 11

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	Prior learning	Students will use prior learning from a range of subjects including; maths PRE and engineering to support in their GCSE business studies. Calculations learnt in maths are transferrable into finance, production from engineering, ethics from PRE.
	GCSE course	Exam board and course: Edexcel GCSE Business Exams: 2, 1 hour 45-minute exams Paper 1 topics: Investigating small business Paper 2 topics: Building a business
	Personal development	Students will be exposed to a range of careers throughout studying business. These include roles in; marketing, finance, human resources, operations & production

	AUTUMN 1	AUTUMN 2	SPRING	SUMMER
TOPIC/KNOWLEDGE	Theme 2: Building a business Topic 2.1 Growing the business All students will know: <ul style="list-style-type: none">Methods of business growth and their impactInternal and external growthSources of finance for growing and established businessesAims and objectives when growing a businessBusiness and globalisationEthical and environmental considerations	Theme 2: Building a business Topic 2.2 Making marketing decisions All students will know: <ul style="list-style-type: none">Elements of the marketing mix (4Ps) and how they work togetherHow businesses use the marketing mix to make decisionsThe importance of digital marketing and e-commerceHow the marketing mix is adapted for different market segments	Theme 2: Building a business Topic 2.3 Making operational decisions Topic 2.4 Making financial decisions All students will know: <ul style="list-style-type: none">The purpose of business operationsProduction processesImpacts of technology on businessManaging stockThe role of procurementWorking with suppliersManaging qualityThe sales process and customer serviceProduction processes and their impact on efficiencyBusiness calculationsThe use and interpretation of quantitative business data to support, inform and justify decisions	Theme 2: Building a business Topic 2.5 Making human resource decisions All students will know: <ul style="list-style-type: none">Different organisational structuresThe importance of effective communicationDifferent ways of workingDifferent job roles and responsibilitiesHow businesses recruit peopleHow and why businesses train and develop employeesThe importance of motivation in the workplaceHow businesses motivate employees
SKILLS	Entrepreneurial and Business Awareness Idea generation and innovation – understanding how entrepreneurs create business ideas and develop unique selling points (USPs). Risk management – evaluating risks vs. rewards when starting a business. Understanding customer needs – recognising how to meet changing customer preferences through market research. Market and Customer Analysis Market research skills – interpreting primary and secondary research to inform business decisions. Market segmentation – identifying different types of customers and tailoring products/services to meet their needs. Competitive analysis – evaluating competitors and identifying how to gain a competitive advantage. Decision-Making and Judgement Making marketing decisions – choosing appropriate pricing, promotion, and distribution strategies for a small business. Understanding enterprise and ownership types – selecting the right legal structure (e.g., sole trader, partnership). Justifying business decisions – giving reasoned arguments based on case study evidence. Numeracy Basic financial calculations – revenue, costs, profit, and break-even analysis. Cash flow interpretation – understanding the importance of cash flow and forecasting. Financial decision-making – selecting suitable sources of finance for small businesses. Communication and Application Using business terminology accurately – applying key terms such as "limited liability", "customer needs", "break-even" etc. Structured written responses – explaining and analysing small business issues clearly in exam-style questions. Linking knowledge to context – applying understanding to real-world small business scenarios. Broader Enterprise Skills Creativity and initiative – appreciating the role of entrepreneurs in driving innovation. Understanding business aims and objectives – recognising how small businesses set short- and long-term goals. Ethical and environmental awareness – considering stakeholder needs and sustainability in decision-making.			
ASSESSMENT	Assessments at GCSE will be marked using four assessment objectives (AOs): AO1: Demonstrate knowledge and understanding of business concepts and issues AO2: Apply knowledge and understanding of business concepts and issues to a variety of contexts AO3: Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions Each topic will include an end of topic assessment that includes a knowledge test that is assessed and will include a variety of questions that students can expect to be faced with in their GCSE exams. These will be marked by the class teacher and feedback provided to students, so they are aware of current progress. Year 11 will also complete mock exams in October and February the following format: Paper 2: Growing a business (50 minutes)			
VOCAB	Enterprise Entrepreneur Risk Reward Business idea Added value Unique Selling Point (USP) Invention Innovation Customer needs Market gap Market mapping Market research Primary research Secondary research Qualitative data	Quantitative data Reliability Market segment Market segmentation Target market Competitor Competitive advantage Customer needs Aims Objectives SMART Revenue Costs Fixed costs Variable costs Total costs Profit Loss	Break-even Break-even chart Margin of safety Cash Cash inflow Cash outflow Cash flow forecast Net cash flow Opening balance Closing balance Short-term finance Long-term finance Overdraft Loan Trade credit Venture capital Share capital Crowd funding Retained profit	Sole trader Partnership Private limited company (Ltd) Limited liability Unlimited liability Franchising Franchisee Franchisor Location E-commerce M-commerce Marketing mix (4Ps: Product, Price, Place, Promotion) Business plan Stakeholder Legislation Economy Ethics

READING SKILLS

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PERSONAL DEVELOPMENT

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SUPPORTING STUDENTS AT HOME

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CURRICULUM AND ASSESSMENT PLAN

BUSINESS

YEAR 12



INTENT

Our curriculum is designed to enable students to understand more about the business world and develop into critically minded, enterprising individuals. The curriculum allows students to develop as commercially minded and enterprising individuals who think critically, drawing on business information and evidence to develop arguments and make justified decisions.

	Prior learning	Students build on knowledge from GCSE Business, Economics, Maths, and English. Skills in data interpretation, essay writing, and critical thinking are essential foundations.
	A-Level course	Exam board and course: Edexcel A-Level Business Exams: 3, 2 hours Paper 1 Marketing and People & Global Business (Themes 1 & 4) Paper 2 Managing business activities & Business decisions and strategy (Themes 2 & 3) Paper 3 Investigating business in a competitive environment (Synoptic across all four themes)
	Personal development	Students will explore careers in; Strategic management, international business, Financial analysis, Marketing and branding & Human resource management

	AUTUMN 1	AUTUMN 2	SPRING	SUMMER
TOPIC/KNOWLEDGE	Theme 1: Marketing and people Topic 1.1 Meeting customer needs Topic 1.2 Marketing All students will know: <ul style="list-style-type: none">• Mass and niche markets• Dynamic markets• How competition affects the market• The difference between risk and uncertainty• Product and market orientation• Primary and secondary research data• Limitations of market research• Use of ICT to support market research• Market segmentation• Market mapping• Competitive advantage• Product differentiation• Adding value• Factors leading to a change in supply/demand• Calculation of PED & YED	Theme 1: Marketing and people Topic 1.3 Marketing mix and strategy Topic 1.4 Managing people All students will know: <ul style="list-style-type: none">• Design mix• Types of promotion and branding• Ways to build a brand• Types of pricing strategies• Distribution channels• The product life cycle• Extension strategies• Portfolio analysis• Marketing strategies• Staff as an asset or cost• Flexible workforce• Recruitment and selection• On the job vs off the job training• Organisational structure• The importance of employee motivation• Motivational theories• Financial vs non-financial incentives	Theme 1: Marketing and people Theme 2: Managing business activities Topic 1.5 Entrepreneurs and leaders Topic 2.1 Raising finance Topic 2.2 Financial planning All students will know: <ul style="list-style-type: none">• Leadership styles• Roles and characteristics of an entrepreneur• Business objectives• Forms of business ownership• Internal and external sources of finance• Methods of finance• Limited & Unlimited liability• Importance of business plans• Uses and limitations of cash flow forecasts• Purpose of sales forecasts• Factors affecting sales forecasting• Calculating sales, revenue and costs• Calculating sales forecasts• Calculating break-even• Purpose of budgeting• Variance analysis	Theme 2: Managing business activities Topic 2.3 Managing finance Topic 2.4 Resource management Topic 2.5 External influences Topic 3.1 Business objectives and strategy All students will know : <ul style="list-style-type: none">• Calculation of gross, operating and net profit• Statement of comprehensive income• Statement of financial position• Measuring liquidity• The importance of working capital• Reasons for business failure• Methods of production• Capacity utilisation• Interpretation of stock control diagrams• Stock management systems• Quality management systems• Economic influences• The effects of legislation on businesses• Development of corporate objectives from mission statements/corporate aims• Development of corporate strategy using Ansoff matrix & Porters strategic matrix• SWOT analysis• PESTLE analysis• Porters five forces
SKILLS	Analytical Skills Interpreting and evaluating data (e.g. financial statements, market research) Applying business models and theories to real-world scenarios Identifying trends and drawing conclusions from quantitative and qualitative data Decision-Making Skills Weighing up costs, benefits, risks, and uncertainties Using tools like decision trees and investment appraisal techniques Making justified recommendations based on evidence Numeracy Skills Calculating revenue, costs, profit, break-even, and cash flow Understanding and applying ratios and percentages Interpreting graphs, charts, and financial data Communication Skills Writing structured, coherent, and persuasive arguments Using appropriate business terminology Presenting ideas clearly in written and verbal formats Research Skills Gathering and synthesizing information from various sources Evaluating the reliability and relevance of data Applying findings to business contexts			
ASSESSMENT	Assessments at A-Level will be marked using four assessment objectives (AOs): AO1: Demonstrate knowledge of terms, concepts, theories, methods and models to show an understanding of how individuals and organisations are affected by and respond to business issues AO2: Apply knowledge and understanding to various business contexts to show how individuals and organisations are affected by and respond to issues AO3: Analyse issues within business, showing an understanding of the impact on individuals and organisations of external and internal influences AO4: Evaluate qualitative and quantitative evidence to make informed judgements and propose evidence-based solutions to business issues Year 12 will complete a baseline assessment to assess their current knowledge Each topic will include an end of topic assessment that includes a knowledge test that is teacher assessed and include a range of questions from 4-20 marks. Year 12 will also complete mock exams in December and June in the following format: AS level paper 1 (1 hour 30 minutes) AS level paper 2 (1 hour 30 minutes)			
VOCAB	Market segmentation Niche market Mass market Market share Dynamic markets Product orientation Market orientation Primary research Secondary research Qualitative data Quantitative data Market positioning Competitive advantage Unique Selling Point (USP) Marketing mix (4Ps: Product, Price, Place, Promotion) Branding Product life cycle Boston Matrix Price skimming Penetration pricing Competitive pricing	Distribution channel Promotion Added Value Price Elasticity Income Elasticity Revenue Costs Profit Break-even Margin of safety Cash flow Working capital Budgeting Variance Sources of finance Liabilities Assets Depreciation Productivity Efficiency Economies of scale Diseconomies of scale Capacity utilisation Quality assurance	Stock control Just in time (JIT) Corporate objectives Mission statement SWOT analysis PESTLE analysis Stakeholders Shareholders Decision trees Critical path analysis Investment appraisal Payback period Net present value (NPV) Average rate of return (ARR) Ratio analysis Gearing Profit margins Organic growth Inorganic growth Mergers Takeovers Retrenchment Ansoff Matrix Porter's Generic Strategies	Globalisation Multinational corporation (MNC) Exchange rates Trade barriers Tariffs Quotas Subsidies Protectionism Free trade Emerging markets Offshoring Outsourcing Globalisation Cultural differences Ethics Corporate social responsibility (CSR) Sustainability Trading blocs Foreign direct investment (FDI)

READING SKILLS

Students engage with business journals, financial news, case studies, and academic articles to develop evaluative and interpretive skills.

PERSONAL DEVELOPMENT

Students explore careers in:
Strategic management, International business, Financial analysis, Marketing and branding, Human resource management

SUPPORTING STUDENTS AT HOME

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CURRICULUM AND ASSESSMENT PLAN

BUSINESS

YEAR 13



INTENT

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	Prior learning	Students build on knowledge from GCSE Business, Economics, Maths, and English. Skills in data interpretation, essay writing, and critical thinking are essential foundations.
	A-Level course	Exam board and course: Edexcel A-Level Business Exams: 3, 2 hours Paper 1 Marketing and People & Global Business (Themes 1 & 4) Paper 2 Managing business activities & Business decisions and strategy (Themes 2 & 3) Paper 3 Investigating business in a competitive environment (Synoptic across all four themes)
	Personal development	Students will explore careers in; Strategic management, international business, Financial analysis, Marketing and branding & Human resource management

	AUTUMN 1	AUTUMN 2	SPRING	SUMMER
TOPIC/KNOWLEDGE	<p>Theme 3: Business Decisions and strategy</p> <p>Topic 3.2 Business Growth</p> <p>Topic 3.3 Decision making techniques</p> <p>Topic 3.4 Influences on business decisions</p> <p>All students will know:</p> <ul style="list-style-type: none">Objectives of growthProblems arising from growthReasons for mergers and takeoversProblems of rapid growthOrganic vs inorganic growthSmall business survival in competitive marketsHow to construct and interpret decision tree diagramsThe nature and purpose of critical path analysisHow to complete CPA diagramsLimitations of CPACorporate timescalesClassification of company cultureInterval and external stakeholdersStakeholder objectivesShareholder influenceEthics of strategic decisionsPay and rewards in businessCorporate social responsibility	<p>Theme 3: Business Decisions and strategy</p> <p>Topic 3.5 Assessing competitiveness</p> <p>Topic 3.6 Managing change</p> <p>Topic 4.1 Globalisation</p> <p>All students will know:</p> <ul style="list-style-type: none">Statements of comprehensive incomeStatement of financial positionGearing ratioReturn on capital employedLimitations of ratio analysisHow to calculate labour productivity, turnover and retentionHuman resource strategies to increase productivity and retentionCauses and effects of changeOrganisational structureScenario planning strategiesGrowth rate of the UK economy compared to emerging economiesGrowing economiesImplications of economic growthIndicators of growthExports and importsBusiness specialisation and competitive advantageForeign direct investment and link to business growth	<p>Theme 4 Global Business</p> <p>Topic 4.2 Global markets and expansion</p> <p>Topic 4.3 Global marketing</p> <p>All students will know:</p> <ul style="list-style-type: none">Growth rate of the UK economyFactors leading to increase globalisationInternational trade barriersProtectionism policies such as tariffs and quotasExpansion of trading blocsConditions that prompt trade (push/pull factors)Assessment of a country as a marketAssessment of a country as a production locationReasons for global mergers and joint venturesGlobal competitivenessGlobal marketing strategiesDifferent marketing approachesApplication and adaptation of marketing mix and Ansoff's Matrix to global marketsCultural/social considerations	<p>Theme 4 Global Business</p> <p>Topic 4.4 Global industries and companies</p> <p>All students will know:</p> <ul style="list-style-type: none">Impact of Multinational corporations on local and national economiesMultinational companies and ethicsStakeholder conflictsPay and working conditionsEnvironmental considerationsSupply chain considerationsMarketing considerationsFactors to consider when trying to control MNC's
SKILLS	<p>Analytical Skills</p> <p>Interpreting and evaluating data (e.g. financial statements, market research)</p> <p>Applying business models and theories to real-world scenarios</p> <p>Identifying trends and drawing conclusions from quantitative and qualitative data</p> <p>Decision-Making Skills</p> <p>Weighing up costs, benefits, risks, and uncertainties</p> <p>Using tools like decision trees and investment appraisal techniques</p> <p>Making justified recommendations based on evidence</p> <p>Numeracy Skills</p> <p>Calculating revenue, costs, profit, break-even, and cash flow</p> <p>Understanding and applying ratios and percentages</p> <p>Interpreting graphs, charts, and financial data</p> <p>Communication Skills</p> <p>Writing structured, coherent, and persuasive arguments</p> <p>Using appropriate business terminology</p> <p>Presenting ideas clearly in written and verbal formats</p>			
ASSESSMENT	<p>Assessments at A-Level will be marked using four assessment objectives (AOs):</p> <p>AO1: Demonstrate knowledge of terms, concepts, theories, methods and models to show an understanding of how individuals and organisations are affected by and respond to business issues</p> <p>AO2: Apply knowledge and understanding to various business contexts to show how individuals and organisations are affected by and respond to issues</p> <p>AO3: Analyse issues within business, showing an understanding of the impact on individuals and organisations of external and internal influences</p> <p>AO4: Evaluate qualitative and quantitative evidence to make informed judgements and propose evidence-based solutions to business issues</p> <p>Each topic will include an end of topic assessment that includes a knowledge test that is teacher assessed and include a range of questions from 4-20 marks.</p> <p>Year 13 will also complete mock exams in December and June in the following format:</p> <p>A level paper 2 (2 hours)</p> <p>AS level paper 1 (2 hours)</p>			
VOCAB	<p>Market segmentation</p> <p>Niche market</p> <p>Mass market</p> <p>Market share</p> <p>Dynamic markets</p> <p>Product orientation</p> <p>Market orientation</p> <p>Primary research</p> <p>Secondary research</p> <p>Qualitative data</p> <p>Quantitative data</p> <p>Market positioning</p> <p>Competitive advantage</p> <p>Unique Selling Point (USP)</p> <p>Marketing mix (4Ps: Product, Price, Place, Promotion)</p> <p>Branding</p> <p>Product life cycle</p> <p>Boston Matrix</p> <p>Price skimming</p> <p>Penetration pricing</p> <p>Competitive pricing</p> <p>Cost-plus pricing</p>	<p>Distribution channel</p> <p>Promotion</p> <p>Added Value</p> <p>Price Elasticity</p> <p>Income Elasticity</p> <p>Revenue</p> <p>Costs</p> <p>Profit</p> <p>Break-even</p> <p>Margin of safety</p> <p>Cash flow</p> <p>Working capital</p> <p>Budgeting</p> <p>Variance</p> <p>Sources of finance</p> <p>Liabilities</p> <p>Assets</p> <p>Depreciation</p> <p>Productivity</p> <p>Efficiency</p> <p>Economies of scale</p> <p>Diseconomies of scale</p> <p>Capacity utilisation</p> <p>Quality assurance</p>	<p>Stock control</p> <p>Just in time (JIT)</p> <p>Corporate objectives</p> <p>Mission statement</p> <p>SWOT analysis</p> <p>PESTLE analysis</p> <p>Stakeholders</p> <p>Shareholders</p> <p>Decision trees</p> <p>Critical path analysis</p> <p>Investment appraisal</p> <p>Payback period</p> <p>Net present value (NPV)</p> <p>Average rate of return (ARR)</p> <p>Ratio analysis</p> <p>Gearing</p> <p>Profit margins</p> <p>Organic growth</p> <p>Inorganic growth</p> <p>Mergers</p> <p>Takeovers</p> <p>Retrenchment</p> <p>Ansoff Matrix</p> <p>Porter's Generic Strategies</p>	<p>Globalisation</p> <p>Multinational corporation (MNC)</p> <p>Exchange rates</p> <p>Trade barriers</p> <p>Tariffs</p> <p>Quotas</p> <p>Subsidies</p> <p>Protectionism</p> <p>Free trade</p> <p>Emerging markets</p> <p>Offshoring</p> <p>Outsourcing</p> <p>Globalisation</p> <p>Cultural differences</p> <p>Ethics</p> <p>Corporate social responsibility (CSR)</p> <p>Sustainability</p> <p>Trading blocs</p> <p>Foreign direct investment (FDI)</p>

READING SKILLS

Students engage with business journals, financial news, case studies, and academic articles to develop evaluative and interpretive skills.

PERSONAL DEVELOPMENT

Students explore careers in: Strategic management, International business, Financial analysis, Marketing and branding, Human resource management

SUPPORTING STUDENTS AT HOME

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