

# The Nottingham Emmanuel School – Business and Economics Curriculum Overview (2019-2020)



	AUT 1	AUT 2	SPR 1	SPR 2	SUM 1	SUM 2
Year 10	<p><b>Human Resources</b> <b>Organisational structures</b></p> <p>Why businesses have organisational structures.</p> <p>Internal organisational structures, span of control, chain of command, layering and delegation.</p> <p>The impact that having a tall or flat organisational structure has on how a business is managed.</p> <p>Centralisation and decentralisation.</p> <p>Benefits and drawbacks of centralisation and decentralisation for business performance.</p> <p><b>Skills</b> Use of business case studies AO1 – Knowledge AO2 – Application AO3a – Analysis AO3b -Evaluation</p>	<p><b>Human Resources</b> <b>Recruitment and selection of employees</b> <b>Motivating employees</b></p> <p>Internal and external recruitment.</p> <p>Benefits and drawbacks of internal and external recruitment.</p> <p>Stages in the recruitment and selection process.</p> <p>Benefits of having an effective recruitment and selection process for a business.</p> <p>Part-time and full-time contracts, job share and zero hour contracts.</p> <p>The benefits of full and part time employment.</p> <p>Financial and non-financial methods of motivation</p> <p>Benefits of having a motivated workforce for the business and employees.</p> <p><b>Skills</b> Use of business case studies. How to use context in essays Mock exam</p>	<p><b>Human resources</b> <b>Training</b></p> <p>The benefits of training employees for a business.</p> <p>Understand the methods of training undertaken by businesses.</p> <p>The benefits of induction training.</p> <p>The benefits and drawbacks of on the job and off the job training and evaluate which would be the most appropriate method for businesses.</p> <p><b>Skills</b> Calculations and 4/6 marks essays. Multiple Choice Questions</p>	<p><b>Marketing</b> <b>Identifying and understanding consumers</b> <b>segmentation</b> <b>The purpose and methods of market research</b> <b>Elements of the marketing mix.</b></p> <p>Importance of identifying and satisfying customer needs.</p> <p>The methods and criteria businesses use to segment the market and the reasons why business use segmentation.</p> <p>Market research and understand the primary and secondary methods used.</p> <p>Qualitative and quantitative research. Analysis of each of the methods.</p> <p>Calculate market size and market share data.</p> <p>Percentages in calculations and calculate % increase and decrease.</p> <p><b>Skills</b> Calculations and 4/6 marks essays. Multiple Choice Questions. Introduce 12 mark essay.</p>	<p><b>Marketing</b> <b>Using the marketing mix:</b> <b>product and pricing</b> <b>Promotion</b></p> <p>The benefits and risks of developing new products and the significance of having a USP in a competitive market.</p> <p>Brand image.</p> <p>The product life cycle and each of the stages and evaluate the effectiveness of extension strategies.</p> <p>How and why businesses might broaden and balance their product portfolio using the Boston Matrix.</p> <p>What is meant by promotion and the reasons for promotion.</p> <p>Promotional methods and the benefits and drawbacks of each as well as the factors that affect the promotional mix.</p> <p><b>Skills</b> Multiple choice questions 6 and 9 mark essays</p>	<p><b>Marketing</b> <b>Distribution</b></p> <p>Channels of distribution used by businesses to gain access to potential customers.</p> <p>The appropriateness of each distribution method.</p> <p>E-commerce and m-commerce and how it can extend the reach of businesses to include international markets. Benefits and drawbacks of a business using e-commerce and m-commerce.</p> <p>Assessment of the importance of the four elements and how they work together.</p> <p>Recommend appropriate marketing activities for a given business and how the marketing mix evolves over time and how businesses may react to this.</p> <p><b>Skills</b> Essay development 9 and 12 mark essays</p>

		<b>AUT 1</b>	<b>AUT 2</b>	<b>SPR1</b>	<b>SPR 2</b>	<b>SUM 1</b>	<b>SUM 2</b>
<b>Year 11</b>		<p style="text-align: center;"><b>Revision</b></p> Unit 1 business in the real world  Unit 2 Influences on business	<p style="text-align: center;"><b>Theory</b></p> Unit 5 Marketing  Unit 6 Finance	<p style="text-align: center;"><b>Revision</b></p> Unit 4 Human resources  <p style="text-align: center;"><b>Revision</b></p> Unit 1 Business in the real world  Unit 2 Influences on business	<p style="text-align: center;"><b>Revision</b></p> Unit 5 Marketing  <p style="text-align: center;"><b>Revision</b></p> Unit 3 Business operations	<b>Exams paper 1 and paper 2</b>	
		<p style="text-align: center;"><u><b>Skills</b></u></p> Assessment strategies MCQ Mock exam review of exam skills  <b>AO1 – Knowledge</b> <b>AO2 – Application</b> <b>AO3a – Analysis</b> <b>AO3b - Evaluation</b>	<p style="text-align: center;"><u><b>Skills</b></u></p> Assessment strategies MCQ Mock exam review of exam skills Financial calculations	<p style="text-align: center;"><u><b>Skills</b></u></p> Use of context in answers Essay practice, 4,6,9,12 mark questions MCQ	<p style="text-align: center;"><u><b>Skills</b></u></p> Use of context in answers Essay practice, 4,6,9,12 mark questions MCQ		

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Year 12 AS Business	<p><b>Unit 1 What is business?</b> Why businesses exist and reasons for choosing different forms of business and for changing business form.</p> <p>Analysis of how the external environment can affect costs and demand.</p> <p><b>Unit 2 Managers, leadership and decision making</b> Types of management and leadership styles and influences on these.</p> <p>Different styles of management and leadership.</p> <p>Decision making and the use and value of decision trees.</p> <p>The role and importance of stakeholders.</p> <p><b>Skills</b> Calculations Use of case studies BBC news reports Essay development</p>	<p><b>Unit 3 Decision making to improve marketing performance</b> The value of setting marketing objectives</p> <p>The value of primary and secondary market research and the interpretation of data.</p> <p>The process and value of market segmentation, targeting and positioning.</p> <p>The elements of the marketing mix – 7 ps.</p> <p><b>Skills</b> Use of business case studies Use of context in essays Essay skills Multiple choice questions</p>	<p><b>Unit 4 Decision making to improve operational performance</b> Setting operational objectives. Interpretation and calculation of operations data.</p> <p>The importance of capacity, efficiency and labour productivity.</p> <p>The importance of quality and methods of improving quality.</p> <p>Ways and value of improving flexibility, speed of response and dependability.</p> <p><b>Unit 5 Decision making to improve financial performance</b> Setting financial objectives.</p> <p>The distinction between cash flow and profit.</p> <p>Construct and analyse budgets and cash flow forecasts. The value of budgeting and break-even and the analysis of profitability.</p> <p>Internal and external sources of finance.</p> <p><b>Skills</b> Use of business case studies Use of context in essays Essay skills Multiple choice questions Financial analysis</p>	<p><b>Unit 6 Decision making to improve human resource performance</b> <b>Revision</b> The value of human resource objectives.</p> <p>Calculating and interpreting human resource data</p> <p>Influences on job design and influences on organisational design.</p> <p>How managing the human resource flow helps meet human resource objectives.</p> <p>The benefits of motivated and engaged employees.</p> <p>Theories of motivation. The use of financial and non-financial methods of motivating employees.</p> <p>Influences on the extent and methods of employee involvement in decision making.</p> <p><b>Skills</b> Use of business case studies Use of context in essays Essay skills</p>	<p><b>Revision</b></p> <p><b>AS examinations</b></p>	<p><b>Year 13</b></p> <p><b>Unit 7 Analysing the strategic position of a business: internal factors</b> Mission, corporate objectives and strategy</p> <p>Analysing the existing internal position of a business to assess strengths and weaknesses: financial ratio analysis.</p> <p>The financial performance of a business using balance sheets, income statements and financial ratios</p> <p>The existing internal position of a business to assess strengths and weaknesses: overall performance.</p> <p><b>Skills</b> Financial calculations and assessment of business performance. Review of case study businesses.</p>

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<b>Year 12 AS Economics</b>	<b>Micro-economics</b>	<b>Micro-economics</b>	<b>Macro-economics</b>	<b>Macro-economics</b>	<b>Revision</b>	<b>Year 13 starts</b>
	<p><b>Economic methodology and the economic problem</b></p> <p>PPF diagrams and how they are used.</p> <p><b>Price determination in a competitive market</b></p> <p>Elasticities of demand and demand and supply diagrams.</p> <p><b>Production, costs and revenue</b></p> <p>Calculate average and total costs from given data. The short-run average cost curve is likely to be U-shaped</p> <p>Competitive and concentrated markets</p> <p><b>Skills</b> Numerical Use of diagrams and data</p>	<p>The market mechanism, market failure and government intervention in markets</p> <p>Causes of market failure and use of examples.</p> <p>Use of diagrams to show the misallocation of resources resulting from the consumption of merit and de-merit goods.</p> <p>Government intervention in markets and government failure.</p> <p><b>Skills</b> Use of diagrams Case studies analysis Data analysis Essay development and evaluation</p>	<p><b>The measurement of macroeconomic performance.</b></p> <p>Macroeconomic indicators and objectives.</p> <p>Use of index numbers</p> <p><b>How the macro economy works</b> The circular flow of income AS and AD analysis</p> <p>The determinants of AD</p> <p>AD and the level of economic activity</p> <p>Determinants of SRAS and LRAS</p> <p><b>Skills</b> Use of diagrams Case studies and data analysis Essay development Calculation of index numbers and the circular flow of income</p>	<p><b>Economic performance</b></p> <p>Economic growth and the economic cycle</p> <p>Employment and unemployment</p> <p>Inflation and deflation</p> <p>The balance of payments on the current account.</p> <p>Conflicts between macroeconomic policy objectives</p> <p><b>Macroeconomic policy</b></p> <p>Monetary policy, Fiscal policy, Supply side policies, Conflicts</p> <p><b>Skills</b> Country analysis of data and comparison of statistics on GDP, Inflation, Employment</p>	<p><b>AS exams in May</b></p>	<p><b>Individuals, firms, markets and market failure</b></p> <p>How thinking as an economist may differ from other forms of scientific enquiry.</p> <p><b>Individual economic decision-making</b></p> <p>Diminishing marginal utility, imperfect information, behavioural economic theory and behavioural economics and economic policy.</p> <p><b>Production, costs and revenue</b></p> <p>The law of diminishing returns and returns to scale. Perfect competition, imperfectly competitive markets and monopoly.</p> <p>Oligopoly, Monopoly and monopoly power.</p> <p>Price discrimination. The dynamics of competition and competitive market processes. Contestable and non-contestable markets.</p> <p>Market structure, static efficiency, dynamic efficiency and resource allocation. Consumer and producer surplus</p>

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Year 13 A2 Business	<p><b>Unit 7b) Analysing the strategic position of a business: external factors</b></p> <p>External environment - opportunities and threats: political and legal change and economic change. Social and technological.</p> <p>The social environment to include Corporate Social Responsibility (CSR), the reasons for and against (CSR).</p> <p>Stakeholder v shareholder concept Carroll's Corporate Social Responsibility pyramids.</p> <p>The external environment to assess opportunities and threats: the competitive environment. Use of Porters 5 forces.</p> <p>Investment appraisal methods.</p> <p><b>Skills</b></p> <p>Financial calculations</p> <p>Use of business models</p> <p>Business case studies</p> <p>Essay technique/evaluation skills</p>	<p><b>Unit 8 Choosing strategic direction</b></p> <p>Strategic direction to include the Ansoff matrix.</p> <p>Porter's low cost, differentiation and focus strategies and Bowman's strategic clock.</p> <p><b>Unit 9 Strategic methods and how to pursue strategies</b></p> <p>Assessing a change in scale. Types of growth to include organic and external methods and an analysis of all types.</p> <p>Managing growth - including Greiner's model of growth.</p> <p>Methods of external growth to include mergers, takeovers, ventures, franchising.</p> <p>Types of innovation should include product and process innovation and ways of being innovative i.e. kaizen.</p> <p>Ways of protecting intellectual property including patents and copyrights.</p>	<p><b>Assessing internationalisation</b></p> <p>Methods of entering international markets include: export, licensing, alliances, direct investment</p> <p>Assessing greater use of digital technology</p> <p>Digital technology should include e-commerce, big data, data mining and enterprise resource planning (ERP).</p> <p><b>Unit 10 Managing strategic change</b></p> <p>Types of change include: internal change, external change, incremental change, disruptive change.</p> <p>Managing change - Lewin's force field analysis.</p> <p>Barriers to change and how to overcome them - Kotter and Schlesinger's four reasons for resistance to change and 6 ways of overcoming them.</p> <p>Managing organisational culture - Handy's task culture, role culture, power culture and person culture and Hofstede's national cultures.</p>	<p><b>Managing strategic implementation</b></p> <p>Use and analysis of network diagrams.</p> <p>Problems with strategies and why strategies fail.</p> <p>Analysis of the impact of divorce of ownership from control.</p> <p>Revision</p> <p>Essay practice</p> <p><b>Paper 1 exam</b></p>	<p><b>Exams</b></p> <p><b>Paper 2</b></p> <p><b>Paper 3</b></p>	

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<b>Year 12 BTEC Level 2 Business</b>	<b>Unit 3: Enterprise in the Business World</b> Coursework  <b>Unit 2: Finance for Business (External) Theory</b> On line assessment in December	<b>Unit 2: Finance for Business (External)</b> Examination early December  <b>Unit 3: Enterprise in the Business World</b> Coursework completion	<b>Unit 1: Introduction to Business</b> Coursework  <b>Unit 4: Promoting a Brand</b> Coursework	<b>Unit 1: Introduction to Business</b> Coursework completion  <b>Unit 4: Promoting a Brand</b> Coursework completion		