

Curriculum Overview – Business Studies

	Year 12	Year 13
	<p>Theme 1: Marketing and people</p> <p>In this theme students are introduced to meeting customer needs, the market, marketing mix & strategy, managing people and entrepreneurs and leaders.</p> <p>This theme enables an understanding of how businesses identify opportunities and to explore how businesses focus on developing a competitive advantage through interacting with customers. You will develop an understanding of how businesses need to adapt their marketing to operate in a dynamic business environment. This theme also considers people, exploring how businesses recruit, train, organise and motivate employees, as well as the role of enterprising individuals and leaders.</p>	<p>Theme 3: Business decisions and strategy</p> <p>Students will develop their understanding of the concepts introduced in Theme 2 and explore influences on business strategy and decision-making. This theme moves from functions to strategy, enabling the development of the understanding of the core concepts and to take a strategic view of business opportunities and issues. Students will analyse corporate objectives and strategy against financial and non-financial performance measures and how businesses grow and develop an understanding of the impact of external influences.</p> <p>Students will then complete this theme appreciating the causes and effects of change and how businesses mitigate risk and uncertainty.</p>
	<p>Theme 2: Managing business activities</p> <p>Students will explore the finance and operations functions and investigate external influences on business to include legal and economic. It will enable students to develop an understanding of raising and managing finance and measuring business performance. The theme outlines the importance of using resources efficiently within a business to ensure that goods or services can be delivered effectively and efficiently, and to a high quality.</p>	<p>Theme 4: Global business</p> <p>In this theme, students will develop their understanding of the concepts introduced in Theme 1 and apply to a global context. Students will investigate businesses that trade on a global scale and explore their reasons for doing so, developing an understanding of the globally competitive environment and consider the ethical and moral dimensions of global business activities.</p>