

Business Department 2023-2024

	YEAR 10	YEAR 11	YEAR 12	YEAR 13
TERM 1	1.1 Enterprise and entrepreneurship	2.1 Growing the business 2.2 Making marketing decisions	Theme 1: Marketing and people 1.1 Meeting customer needs 1.5 Entrepreneurs and leaders	Theme 3: Business decisions and strategy 3.1 Business objectives and strategy 3.2 Business growth 3.3 Decision-making techniques
TERM 2	1.2 how to spot a business opportunity	2.3 Making operational decisions 2.4 Making financial decisions	1.2 Market 1.4 Managing people	3.4 Influences on business decisions 3.5 Assessing competitiveness 3.6 Managing change
TERM 3	1.3 Putting a business idea into practice 1.4 Making the business effective	2.5 Making human resource decisions	1.3 Marketing mix and strategy Theme 2: Managing business activities 2.1 Raising finance 2.2 Financial planning	4.1 Globalisation 4.2 Global markets and business expansion 4.3 Global marketing
TERM	1.4 Making the business effective	Revision	2.3 Managing finance 2.4 Resource management	4.4 Global industries and companies (multinational corporations)

Brooke Weston Faculty Curriculum Summary



4				Revision
TERM 5	1.5 Understanding external influences on business		2.5 External influences	