

KS5 Subject Learning Journey

Business



Theme 1 - Marketing and People (1.1 - 1.5)

Autumn term

Content: Meeting customer needs, the market, marketing mix and strategy, managing people, Entrepreneurs and leaders

Note – Theme 1 runs into the Spring term

Year
12

Theme 2 - Managing Business Activities (2.1-2.5)

Half term 2 of spring term and summer term

Content: Raising finance, financial planning, managing finance, resource management, external influences

Year
13

Exam
Ready!

Theme 3 – Business Decisions and Strategy (3.1-3.6)

Autumn term

Content: Business objectives and strategy, business growth, decision-making techniques, influences on business decisions, assessing competitiveness, managing change

Theme 4 – Global Business (4.1-4.4)

Spring term

Content: Globalisation, global markets and business expansion, global marketing, global industries and companies (multinational corporations).