

Croxley Danes School : Key Stage 5 Curriculum Map



Subject: Business A Level

Exam Board Edexcel

Key Concepts					
Enterprise	Operations	People	Finance	Marketing	Globalisation
<p>Students learn how entrepreneurs identify opportunities, take risks, and adapt to changing markets.</p> <p>They explore how innovation, branding, and strategic choices drive competitive advantage, and how enterprise fuels business expansion through different growth.</p> <p>Students examine how enterprise responds to external factors, balances ethics and responsibility, and seizes global opportunities to achieve long-term success.</p>	<p>Students learn how workforce planning, production methods, lean approaches, stock control, and quality management drive operational efficiency and output.</p> <p>They explore how operations adapt to legislation and economic change, and apply tools like decision trees and critical path analysis to improve planning.</p> <p>Examine how culture, stakeholders, innovation, technology, and global supply chains influence operational performance.</p>	<p>Students explore how recruitment, training, motivation, and leadership styles impact employee engagement, productivity, and workforce efficiency.</p> <p>Examine organisational structures, corporate culture, stakeholder influence, and the challenges of managing people as businesses grow and leaders evolve.</p> <p>Students evaluate workforce data, resistance to change, and ethical issues in shaping business performance.</p>	<p>Students explore internal and external sources of finance, considering liability, legal structure, and the suitability of different funding options for startups and growth.</p> <p>Analyse sales forecasts, financial statements, and ratios to assess profitability, liquidity, and performance.</p> <p>Evaluate how external factors, shareholder expectations, and global challenges affect financial planning and strategy.</p>	<p>Students explore mass vs niche markets, segmentation and differentiation to understand how businesses target customers and build competitive advantage.</p> <p>Analyse how product, price, promotion, and place are adapted to objectives, competition, and customer needs.</p> <p>Examine global branding and international marketing.</p>	<p>Students explore the causes and consequences of globalisation and assess how global trends influence competitiveness, sourcing, and pricing.</p> <p>Evaluate how businesses expand internationally, considering trade blocs, and factors shaping location decisions.</p> <p>Analyse the role of multinationals in trade, investment, and employment, alongside the ethical challenges of global operations.</p>
<p>What is the Croxley vision for this subject at Key Stage 5 ?</p> <p>Our intent is to develop ambitious, curious learners through a Business curriculum that goes beyond the textbook. At A Level, students engage in independent research and real-world case studies, analysing decisions, weighing trade-offs, and drawing evidence-based conclusions. We cultivate intellectual independence, critical thinking, and an understanding of the wider business environment, encouraging students to think like economists, strategists, and entrepreneurs in dynamic, uncertain contexts.</p>					

Key Stage 5 Year Group: 12			
	Autumn Term 1	Autumn Term 2	Spring Term 1
Key concept	Enterprise & Marketing 1.1 Meeting customer needs, 1.2 Market 1.3 Marketing mix and strategy	Enterprise, People, Operations & Marketing 1.4 Managing people, 1.5 Entrepreneurs and leaders	Enterprise, People, Operations & People 2.1 Raising finance , 2.2 Financial planning
Content: (Know what...)	1.1 The Market, Market research and Market positioning. 1.2 Demand & Supply, Price & income elasticity of demand. 1.3 Product/service design, Branding and promotion, Pricing strategies, Distribution, Marketing strategy.	1.4 Approaches to staffing, Recruitment, selection and training. Organisational design, Motivation in theory and practice, Leadership. 1.5 Role of an entrepreneur, Entrepreneurial motives and characteristics, Business objectives, Forms of business, Business choices, Entrepreneur to leader.	2.1 Internal & External finance, Liability & Financial Planning. 2.2 Sales forecasting, Sales, revenue and costs, Break-even and Budgets.
Skills: (Know how...)	Know how to distinguish mass and niche markets, analyse demand and supply factors, and interpret supply-demand diagrams. How to differentiate risk and uncertainty, calculate PED and YED, and assess impacts on revenue and pricing. They evaluate branding and promotion methods and select pricing strategies suited to product, market, and competition.	Students link products to distribution channels and know how to use the Boston Matrix. Evaluate employees and organisational structure, and distinguish leadership from management. Explore entrepreneurial traits and how innovation and initiative drive business success.	Students explain why businesses change legal structure, understand liability, and identify appropriate finance sources. They interpret cash flow, calculate revenue, costs, and contribution and how to use break-even analysis. Evaluate budgeting approaches, including variance analysis, for effective financial planning.
Key vocabulary (5- 10 words)	Market segmentation, niche market, mass market, market research, market positioning, Price elasticity of demand (PED), Income elasticity of demand (YED), equilibrium price, design mix, pricing strategies	Distribution, Recruitment, Labour turnover, motivation, autocratic leadership, democratic, laissez faire, hierarchical structure, flat structure, matrix.	Public limited company (PLC), Sole trader, Partnership, Private Limited company (LTD), stock market flotation, shareholders, limited liability, unlimited liability, historical budgets, zero-based budgets, variance analysis, cash flow forecast, profit margins, break even analysis.
End of Half term assessment	Mini Assessment	Mini Assessment	Mini Assessment
Planned trips / Clubs / links			

Key Stage 5 Year Group: 12			
	Spring 2	Summer 1	Summer 2
Key Concept	Finance, Operations & People 2.3 Managing finance, 2.4 Resource management	Operations & Globalisation 2.4 Resource management, 2.5 External influences,	Globalisation 4.1 Globalisation, 4.2 Global markets and business expansion
Content: (Know what...)	2.3 Profit, Liquidity & Business failure 2.4 Production, productivity, efficiency and Capacity utilisation	2.4 Stock control and Quality management 2.5 Economic influences, Legislation and The competitive environment	4.1 Growing economies, International trade and business growth, Factors contributing to increased globalisation, Protectionism and Trading blocs
Skills: (Know how...)	Students know how to calculate profits, interpret financial data and ratios, and assess business performance and financial health. Evaluate liquidity using current and acid test ratios, suggest improvements. Distinguish production methods, calculate productivity, and measure capacity utilisation to link operations to efficiency.	Students know how to calculate and interpret stock control data, distinguish quality control and assurance, and explain continuous improvement (Kaizen). They analyse how consistent quality drives customer loyalty and evaluate the effects of economic changes on businesses.	Students explain the key indicators of emerging, developing, and developed economies and assess the benefits and challenges for businesses and consumers. Evaluate the impacts of globalisation and protectionism, and analyse the advantages and drawbacks of trade blocs for businesses inside and outside them.
Key vocabulary (5- 10 words)	Net/gross profit (margins), liquidity, working capital, batch production, flow production, job production, cell production, productivity, capacity utilisation.	Buffer stock, Just in time, lean production, stock control, kaizen, economic cycle, economy, legislation.	Emerging economies, human development index, trade blocs, tariffs, quotas, subsidies, protectionism, free trade, trade liberalisation.
End of Half term assessment	UCAS Exams	Mini Assessment	Mini Assessment
Planned trips / Clubs / links			Museum of Brands - Marketing Workshop

Key Stage 5 Year Group: 13			
	Autumn Term 1	Autumn Term 2	Spring Term 1
Key concept	Marketing, Globalisation 4.2 Global markets and business expansion 4.3 Global marketing 4.4 Global industries and companies	Enterprise, Operations & People 3.1 Business objectives and strategy 3.4 Influences on business decisions	Enterprise, Operations, Finance 3.2 Business growth 3.3 Decision-making techniques
Content: (Know what...)	4.2 Conditions that prompt trade, Assessment of a country as a market / location, Reasons for global mergers and Global competitiveness 4.3 Marketing, Niche markets, Cultural/social factors, The impact of MNCs, Ethics and Controlling MNCs	3.1 Corporate objectives, Theories of corporate strategy, SWOT analysis, Impact of external influences 3.4 Corporate influences, Corporate culture, Shareholders versus stakeholders, 3.4.4 Business ethics	3.2 Growth, Mergers and takeovers, Organic growth and Reasons for staying small 3.3 Quantitative sales forecasting, Investment appraisal , Decision trees and Critical Path Analysis
Skills: (Know how...)	Students explain how push and pull factors drive trade, distinguish offshoring from outsourcing, and evaluate benefits and drawbacks. They assess country attractiveness, analyse global mergers and joint ventures, adapt international marketing strategies, consider cultural influences, evaluate MNC impacts, and assess government regulation methods.	Students apply and evaluate strategies using Ansoff's Matrix, Porter's Strategic Matrix, Boston Matrix, and Kay's distinctive capabilities. How to use SWOT and PESTLE to assess internal and external factors, distinguish strategic from tactical decisions, and evaluate corporate culture and its impact on behaviour and change.	Students assess growth benefits and drawbacks, evaluate organic and inorganic strategies, and analyse why some businesses remain small for strategic advantage. They apply quantitative tools like investment appraisal, decision trees, moving averages, and Critical Path Analysis, and can evaluate the limitations of forecasts and decision-making tools.
Key vocabulary (5- 10 words)	Globalisation, multinational companies (MNCs), trade blocs, offshoring and outsourcing, market entry strategies, glocalisation, cultural adaptation, economies of scale, and foreign direct investment (FDI).	Corporate objectives, Corporate strategy, SWOT analysis, External influences, Corporate culture, Shareholders, Stakeholders, Business ethics, Strategic decision-making, Corporate governance	Organic growth, Inorganic growth, Economies of scale, Diseconomies of scale, Investment appraisal, Payback, Net Present Value (NPV), Accounting Rate of Return (ARR), Decision trees
End of Half term assessment	Mini Assessment	Paper 1 Assessment	Quantitative Skills Assessment
Planned trips / Clubs / links			

Key Stage 5 Year Group: 13			
	Spring 2	Summer 1	Summer 2
Key Concept	Finance, People, Enterprise & Operations 3.5 Assessing competitiveness 3.6 Managing change	Revision	
Content: (Know what...)	3.5.1 Interpretation of financial statements, Ratio analysis and Human resources 3.6 Causes and effects of change, Key factors in change and Scenario planning		
Skills: (Know how...)	Students know how to calculate and interpret financial ratios, evaluating business performance and recognising limitations. They analyse HR data such as labour turnover and absenteeism to diagnose workforce issues and assess responses. They evaluate internal and external causes of change and how effectively change is managed, linking to wider business concepts.		
Key vocabulary (5- 10 words)	Gearing, Labour turnover, Absenteeism, Change management, Scenario planning, Organisational performance		
End of Half term assessment	Mini Assessment		
Planned trips / Clubs / links			

