






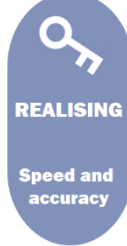






Key Stage 5 Curriculum Map 2021-22
Term 1

Subject: BUSINESS		Year: 13	
Focus/Topic	UAE Links	HPL Links	Home Learning / Guided Reading
<ul style="list-style-type: none"> • Corporate objectives Students will learn: <ul style="list-style-type: none"> - Development of corporate objectives from mission statement/corporate aims. - Critical appraisal of mission statements <ul style="list-style-type: none"> • Theories of corporate strategy Students will learn to analyse the: <ul style="list-style-type: none"> - Development of corporate strategy; Ansoff's matrix and Porter's Strategic Matrix. - Aim of portfolio analysis • Effect of strategic and tactical decisions on human, physical, and financial resources. 	Using mission statements from a range of businesses who operate in UAE Using a range of theories and discussing how these could be applied to local businesses	 Focusing on the ACP CREATING own objectives for the year.  Focusing on the ACP ANALYSING by breaking down each theory and discussing its relevance locally	Research a range of business examples and analyse their mission statements and how these are being achieved Case study: Why did Starbucks fail in Australia? Questions attached
<ul style="list-style-type: none"> • SWOT analysis Students will learn to create and interpret a SWOT analysis <ul style="list-style-type: none"> • External influences Students will learn to analyse: <ul style="list-style-type: none"> - PESTLE analysis (political, economic, social, technological, legal and environmental). - The changing competitive environment. • Porter's five forces 	Creating SWOT and PESTLE analysis for local businesses	 Focusing on the ACP LINKING by considering how similar factors will impact different businesses in the UAE	Case study – Starbucks SWOT analysis Questions attached ACP – LINKING – how is Starbucks failure in Australia related to their SWOT analysis

<ul style="list-style-type: none"> • Growth <p>Students will learn to identify:</p> <ul style="list-style-type: none"> - Objectives of growth: <ul style="list-style-type: none"> • economies of scale (internal and external) • increased market power over customers and suppliers • increased market share and brand recognition • increased profitability. - The distinction between inorganic and organic growth • Internal & external growth <p>Students will learn to identify and analyse:</p> <ul style="list-style-type: none"> - Methods of internal and external growth - Advantages and disadvantages of internal and external growth • Problems with growth <p>Students will learn to identify and analyse:</p> <ul style="list-style-type: none"> - Diseconomies of scale - Internal communication • Overtrading 	<p>Using local businesses as examples to discuss growth – why would they want to grow? How have they grown?</p>	 <p>ANALYSING Critical or logical thinking</p> <p>Focusing on the ACP <u>ANALYSING</u> by practicing the ability to organize information for the research tasks and decide an appropriate solution</p>	<p>Research a large business in the local area and analyse how they have grown</p> <p>Research a small and a large business in the local area and identify the most appropriate method of growth</p>
<ul style="list-style-type: none"> • Quantitative sales forecasting <p>Students will learn how to:</p> <ul style="list-style-type: none"> - Calculate time-series analysis: moving averages - (three period/four quarter). - Interpret scatter graphs and line of best fit: extrapolation of past data to future. • Analyse limitations of quantitative sales forecasting techniques. • Investment appraisal <p>Students will learn to calculate and interpret:</p> <ul style="list-style-type: none"> - Simple payback. - Average (accounting) rate of return. - Discounted cash flow (net present value only). <p>Students will learn to analyse limitations of these techniques.</p>	<p>Using relevant data to demonstrate sales forecasting, e.g. petrol prices, sales of oil, demand for electric cars</p> <p>Using local business' accounts as examples, students can analyse which investment would be appropriate</p>	<p>Focusing on the ACP <u>ANALYSING</u> by practising the ability to organize information for the research tasks and decide an appropriate solution</p>  <p>ANALYSING</p>  <p>LINKING Connection finding</p> <p>Focusing on the ACP <u>LINKING</u> by using patterns to interpret data and determine solutions</p>	<p>Read FT Article: Dyson takes a gamble on electric cars Questions attached</p>

Break

<ul style="list-style-type: none"> • Decision trees <p>Students will learn to:</p> <ul style="list-style-type: none"> - Construct and interpret simple decision-tree diagrams - Calculate and interpret of figures generated by these techniques 	<p>Using local business' accounts as examples, students can analyse which investment would be appropriate</p>	<p>Focusing on the ACP <u>ANALYSING</u> select appropriate skills and conventions to generate outcomes</p>  <p>ANALYSING</p> <p>Critical or logical thinking</p>	<p>Decision trees practice questions and revision activities</p>
<ul style="list-style-type: none"> • Revision and preparation for Mock Exam 		<p>ACP: REALISING</p>  <p>REALISING</p> <p>Speed and accuracy</p>  <p>HARD WORKING</p> <p>Perseverance</p> <p>VAA: Hardworking</p>	
<ul style="list-style-type: none"> • Critical path analysis <p>Students will learn to:</p> <ul style="list-style-type: none"> - Identify the nature and purpose of critical path analysis - Create and interpret simple networks to identify the critical path - Calculate: <ul style="list-style-type: none"> • earliest start time • latest finish time • total float • Analyse limitations of using critical path analysis 	<p>Using Burj Khalifa as an example, students can analyse the length of time taken to build in comparison to other buildings</p>	<p>Focusing on the ACP <u>ANALYSING</u> select appropriate skills and conventions to generate outcomes</p>  <p>ANALYSING</p> <p>Complex and Multi step Problem solving</p>	<p>Case study: Tottenham Hotspur -</p> <p>Assess the benefits of Tottenham using critical path analysis in the construction of their new stadium</p>
<ul style="list-style-type: none"> • Contribution <p>Students will learn to:</p> <ul style="list-style-type: none"> - Identify the nature and purpose of contribution - Calculate and interpret contribution • Evaluate the use of contribution as a decision making technique 	<p>Using relevant examples (local food), students will be able to calculate contribution</p>	<p>Focusing on the ACP <u>LINKING</u> by using patterns interpret data and determine solutions</p>  <p>LINKING</p> <p>Connection finding</p>	<p>Breakeven and contribution practice questions</p>

<ul style="list-style-type: none"> • Corporate culture <p>Students will learn to:</p> <ul style="list-style-type: none"> - Identify strong and weak cultures. - Classify company cultures: <ul style="list-style-type: none"> • power • role • task • person - Describe how corporate culture is formed • Analyse difficulties in changing an established culture 	<p>Use UAE businesses, leaders and GFS as examples to discuss different types of culture</p>	 <p>CREATING Fluent thinking</p>	<p>Focusing on the ACP CREATING with a focus on fluent thinking to determine the culture for each business</p> <p>Research examples of culture in large and small organisations</p>
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