**Key Stage 5 Curriculum Map 2021-22**
**Term 1**

| **Subject: BUSINESS** | | **Year: 13** | |
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| **Focus/Topic** | **UAE Links** | **HPL Links** | **Home Learning / Guided Reading** |
| • **<u>Corporate objectives</u>**<br>Students will learn:<br>- Development of corporate objectives from mission statement/corporate aims. Critical appraisal of mission statements<br>• **<u>Theories of corporate strategy</u>**<br>Students will learn to analyse the:<br>- Development of corporate strategy; Ansoff's matrix and Porter's Strategic Matrix.<br>- Aim of portfolio analysis<br>• Effect of strategic and tactical decisions on human, physical, and financial resources. | Using mission statements from a range of businesses who operate in UAE<br><br>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.<br><br> Focusing on the ACP <u>ANALYSING</u> 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<br><br>Case study:<br>Why did Starbucks fail in Australia?<br>Questions attached |
| • **<u>SWOT analysis</u>**<br>Students will learn to create and interpret a SWOT analysis<br>• **<u>External influences</u>**<br>Students will learn to analyse:<br>- PESTLE analysis (political, economic, social, technological, legal and environmental).<br>- The changing competitive environment.<br>• Porter's five forces | Creating SWOT and PESTLE analysis for local businesses | Focusing on the ACP LINKING by considering how sir factors will impact different businesses in the UAE | Case study –<br>Starbucks SWOT analysis<br>Questions attached<br><br>ACP – <u>LINKING</u> – how is Starbucks failure in Australia related to their SWOT analysis |

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| • **Growth**<br>Students will learn to identify:<br>- Objectives of growth:<br>• economies of scale (internal and external)<br>• increased market power over customers and suppliers<br>• increased market share and brand recognition<br>• increased profitability.<br>- The distinction between inorganic and organic growth<br>• **Internal & external growth**<br>Students will learn to identify and analyse:<br>- Methods of internal and external growth<br>- Advantages and disadvantages of internal and external growth<br>• **Problems with growth**<br>Students will learn to identify and analyse:<br>- Diseconomies of scale<br>- Internal communication<br>• Overtrading | Using local businesses as examples to discuss growth – why would they want to grow? How have they grown? | <br>Focusing on the ACP ANALYSING by practicing the ability to organize information for the research tasks and decide an appropriate solution | Research a large business in the local area and analyse how they have grown<br><br>Research a small and a large business in the local area and identify the most appropriate method of growth |
| • **Quantitative sales forecasting**<br>Students will learn how to:<br>- Calculate time-series analysis: moving averages<br>- (three period/four quarter).<br>- Interpret scatter graphs and line of best fit: extrapolation of past data to future.<br>• Analyse limitations of quantitative sales forecasting techniques.<br>• **Investment appraisal**<br>Students will learn to calculate and interpret:<br>- Simple payback.<br>- Average (accounting) rate of return.<br>- Discounted cash flow (net present value only).<br>Students will learn to analyse limitations of these techniques. | Using relevant data to demonstrate sales forcasting, e.g. petrol prices, sales of oil, demand for electric cars<br><br>Using local business' accounts as examples, students can analyse which investment would be appropriate | Focusing on the ACP ANALYSING by<br> <br>practising the ability to organize information for the research tasks and decide an appropriate solution<br><br> <br>Focusing on the ACP LINKING by using patterns to interpret data and determine solutions | Read FT Article: Dyson takes a gamble on electric cars<br>Questions attached |

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| Break | | | |
| • **<u>Decision trees</u>**<br>Students will learn to:<br>- Construct and interpret simple decision-tree diagrams<br>- Calculate and interpret of figures generated by these techniqueS | Using local business' accounts as examples, students can analyse which investment would be appropriate | Focusing on the ACP <u>ANALYSING</u> select appropriate skills and conventions to generate outcomes<br> | Decision trees practice questions and revision activities |
| • **Revision and preparation for Mock Exam** | | ACP: REALISING<br> <br> <br>VAA: Hardworking | |
| • **<u>Critical path analysis</u>**<br>Students will learn to:<br>- Identify the nature and purpose of critical path analysis<br>- Create and interpret simple networks to identify the critical path<br>- Calculate:<br>- • earliest start time<br>- • latest finish time<br>- • total float<br>• Analyse limitations of using critical path ana | Using Burj Khalifa as an example, students can analyse the length of time taken to build in comparison to other buildings | <br>Focusing on the ACP <u>ANALYSING</u> select appropriate skills and conventions to generate outcomes | Case study: Tottenham Hotspur -<br><br>Assess the benefits of Tottenham using critical path analysis in the construction of their new stadium |
| • **<u>Contribution</u>**<br>Students will learn to:<br>- Identify the nature and purpose of contribution<br>- Calculate and interpret contribution<br>• Evaluate the use of contribution as a decisi making technique | Using relevant examples (local food), students will be able to calculate contribution | <br>Focusing on the ACP LINKING by using patterns interpret data and determ solutions | Breakeven and contribution practice questions |

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| • **<u>Corporate culture</u>**<br>Students will learn to:<br>- Identify strong and weak cultures.<br>- Classify company cultures:<br>• power<br>• role<br>• task<br>• person<br>- Describe how corporate culture is formed<br>• Analyse difficulties in changing an establish culture | Use UAE businesses, leaders and GFS as examples to discuss different types of culture | <br>Focusing on the ACP CREATING with a focu fluent thinking to determi the culture for each business | Research examples of culture in large and small organisations |