

## Curriculum Plans Business: Year 2

	<b>Topic</b>	<b>Knowledge: By the end of the unit students will know:</b>	<b>Skills: What skills will students have developed by the end of this unit?</b>	<b>Key terms: What new key terms and vocabulary will be learnt in this unit?</b>	<b>Summative Assessment: How will pupils be assessed in this unit?</b>
Michaelmas 1	Unit 7: Analysing the Strategic Position of a Business	<ul style="list-style-type: none"> <li>- How to analyse a business's internal and external environments.</li> <li>- The importance of SWOT and PESTLE analysis.</li> <li>- Key financial ratios to assess business performance.</li> </ul>	<ul style="list-style-type: none"> <li>- Interpreting financial data.</li> <li>- Conducting SWOT and PESTLE analyses.</li> <li>- Applying financial ratios to evaluate performance.</li> </ul>	SWOT, PESTLE, gearing, liquidity, profitability, market analysis, financial ratios, return on investment (ROI)	<ul style="list-style-type: none"> <li>- SWOT analysis of a real-world company.</li> <li>- Case study on financial data interpretation.</li> <li>- End-of-unit test.</li> </ul>
Michaelmas 2	Unit 7: Analysing the Strategic Position of a Business	<ul style="list-style-type: none"> <li>- How to analyse a business's internal and external environments.</li> <li>- The importance of SWOT and PESTLE analysis.</li> <li>- Key financial ratios to assess business performance.</li> </ul>	<ul style="list-style-type: none"> <li>- Interpreting financial data.</li> <li>- Conducting SWOT and PESTLE analyses.</li> <li>- Applying financial ratios to evaluate performance.</li> </ul>	SWOT, PESTLE, gearing, liquidity, profitability, market analysis, financial ratios, return on investment (ROI)	<ul style="list-style-type: none"> <li>- SWOT analysis of a real-world company.</li> <li>- Case study on financial data interpretation.</li> <li>- End-of-unit test.</li> </ul>
Lent 1	Unit 8: Choosing Strategic Direction	<ul style="list-style-type: none"> <li>- The importance of strategic direction and positioning.</li> <li>- How to decide on a strategic focus (e.g., cost leadership, differentiation).</li> </ul>	<ul style="list-style-type: none"> <li>- Evaluating different strategic options.</li> <li>- Analysing the potential risks and benefits of strategic choices.</li> </ul>	Strategic positioning, competitive advantage, differentiation, cost leadership, market development, diversification	<ul style="list-style-type: none"> <li>- Strategic analysis essay.</li> <li>- Case study on a company's strategic direction.</li> <li>- End-of-unit assessment with essay and data response.</li> </ul>
Lent 2	Unit 9: Strategic Methods: How to	<ul style="list-style-type: none"> <li>- Different methods of business growth (organic vs. inorganic growth).</li> <li>- The impact of mergers, takeovers, and strategic alliances.</li> </ul>	<ul style="list-style-type: none"> <li>- Analysing business growth strategies.</li> <li>- Evaluating the risks of mergers and acquisitions.</li> <li>- Assessing the impact of</li> </ul>	Organic growth, inorganic growth, mergers, acquisitions, joint ventures,	<ul style="list-style-type: none"> <li>- Essay on the advantages and disadvantages of mergers.</li> <li>- Case study analysis of business growth strategies.</li> <li>- End-of-unit test on strategic methods.</li> </ul>

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	Pursue Strategies	- The importance of innovation and market development.	innovation on business success.	economies of scale, synergy, innovation	
Trinity 1	Unit 10: Managing Strategic Change	<ul style="list-style-type: none"> <li>- The causes of strategic change in business (internal and external factors).</li> <li>- Lewin's Change Management model and Kotter's 8 steps to change.</li> </ul>	<ul style="list-style-type: none"> <li>- Applying change management models.</li> <li>- Evaluating the effectiveness of strategies to manage resistance to change.</li> </ul>	Change management, Lewin's Change Management model, Kotter's 8-step model, organizational culture, resistance to change, contingency planning	<ul style="list-style-type: none"> <li>- Essay on change management models.</li> <li>- Case study on managing strategic change.</li> <li>- End-of-unit assessment with data response and essay.</li> </ul>
Trinity 2					

### Assessment Opportunities Overview

Short-Answer Questions: Focused on the understanding of key terms and basic concepts across each unit.

End-of-Unit Tests: Each unit will conclude with a test combining multiple-choice questions, short-answer questions, and essays to assess student understanding and application of content.

Essays: Extended essays will be used to develop critical thinking and analytical skills, particularly in units like leadership styles, marketing strategies, and financial performance.

Case Study Analysis: Students will apply theoretical knowledge to real-world business scenarios, analysing how businesses make decisions in areas such as operations, finance, and marketing.

Data Response Tasks: Tasks involving interpretation of real-world business data will be used to assess understanding in operational and financial performance units.