

## Curriculum Overview – Year 12 Business Studies

Sequencing of topics	What knowledge will students develop? (Including key terminology)	What skills will students develop? (Including literacy & numeracy)	Assessment opportunities	Homework opportunities	Personal development (Ursuline Values, Catholic Social Teaching, Cultural Capital, Cross-curricular, Careers)	Curriculum links
<b>Autumn Term 1</b>						
1.1.1 Meeting Customer Needs	Characteristics, advantages/disadvantages, market changes	<b>Knowledge:</b> Identify customer needs and market approaches. <b>Literacy:</b> Write evaluative explanations. <b>Numeracy:</b> Analyse survey or sales data to assess needs.	Past papers Case studies Matrices Business Finance Calculations	Create a comparison table of market vs product orientation in two contrasting businesses	<b>Human Dignity:</b> Businesses should ensure products/services respect dignity of all groups, including vulnerable populations in niche markets.	Edexcel 1.1.1, 1.1.2 / CST: Human Dignity
1.1.3 Market Research	Primary/secondary research, reliability, sampling	<b>Knowledge:</b> Explain different research methods and their purposes. <b>Literacy:</b> Summarise findings clearly using business terminology. <b>Numeracy:</b> Calculate sample sizes, percentages, and interpret charts/graphs.	Past papers Case studies Matrices Business Finance Calculations	Researching real-life business examples to demonstrate concepts learnt.	<b>Option for the Poor and Vulnerable:</b> Ensuring research includes marginalised voices; ethical data collection.	Edexcel 1.1.3 / CST: Preferential Option for the Poor

1.1.3 Market Segmentation	Demographic, geographic, psychographic segmentation	<p><b>Knowledge:</b> Understand segmentation methods.</p> <p><b>Literacy:</b> Describe and justify target markets using correct terminology.</p> <p><b>Numeracy:</b> Analyse data to segment a market and calculate market share percentages.</p>	Past papers Case studies Matrices Business Finance Calculations	Find an example of a company using segmentation effectively and justify its strategy in a paragraph	<b>Solidarity:</b> Recognising interconnectedness of groups; avoiding harmful stereotyping in segmentation.	Edexcel 1.1.3 / CST: Solidarity
1.1.4 Market Positioning	Competitive positioning, differentiation	<p><b>Knowledge:</b> Explain positioning strategies.</p> <p><b>Literacy:</b> Use evaluative language in explanations.</p> <p><b>Numeracy:</b> Plot positioning maps, interpret data on competitors.</p>	Past papers Case studies Matrices Business Finance Calculations	Produce a perceptual map for a chosen market, annotate with ethical considerations	<b>Common Good:</b> Position products in ways that contribute to community wellbeing.	Edexcel 1.1.4 / CST: Common Good

**Autumn Term 2**

1.2.1 Supply & Demand	Factors influencing, price changes	<b>Knowledge:</b> Apply supply and demand concepts. <b>Literacy:</b> Define and explain terms clearly. <b>Numeracy:</b> Draw demand/supply diagrams, calculate changes in equilibrium.	Past papers Case studies Matrices Business Finance Calculations	Draw demand/supply diagrams for a product; explain the ethical implications of pricing	<b>Stewardship:</b> Considering environmental and social impacts of production decisions.	Edexcel 1.2.1 / CST: Stewardship of Creation
1.2.3 Price Elasticity (PED/YED)	Calculations and implications for businesses	<b>Knowledge:</b> Calculate and interpret PED. <b>Literacy:</b> Explain PED in context using correct business language. <b>Numeracy:</b> Perform percentage changes, calculate PED values.	Past papers Case studies Matrices Business Finance Calculations	Calculate PED for given data and write a paragraph explaining business implications ethically	<b>Human Dignity:</b> Pricing ethically; avoiding exploitation.	Edexcel 1.2.3, 1.2.4 / CST: Human Dignity
1.2.2 Competitive Markets	Market structures and competition	<b>Knowledge:</b> Describe market structures. <b>Literacy:</b> Compare and contrast different markets. <b>Numeracy:</b> Analyse market share and competition percentages.	Past papers Case studies Matrices Business Finance Calculations	Research a monopoly or oligopoly and discuss ethical issues in a short essay	<b>Common Good:</b> Healthy competition that promotes fairness and innovation.	Edexcel 1.2.2 / CST: Common Good

**Spring Term 1**

1.3.3 Pricing Strategies	Penetration, skimming, cost-plus, predatory, competitive pricing	<b>Knowledge:</b> Understand and evaluate pricing strategies. <b>Literacy:</b> Justify strategy choices in structured writing. <b>Numeracy:</b> Calculate prices, mark-ups, revenue projections.	Past papers Case studies Matrices Business Finance Calculations	Produce a pricing strategy proposal for a product considering ethical implications	<b>Option for the Poor:</b> Fair pricing; avoiding predatory pricing	Edexcel 1.3.3 / CST: Preferential Option for the Poor
1.3.4 Place Distribution	Channels of distribution, logistics, e-commerce	<b>Knowledge:</b> Analyse distribution options. <b>Literacy:</b> Explain distribution strategies. <b>Numeracy:</b> Interpret delivery costs, distribution efficiency data.	Past papers Case studies Matrices Business Finance Calculations	Compare two distribution channels for a product (e.g., online vs retail) and evaluate their social, ethical, and environmental impacts. Present findings in a written paragraph using key business terms and include numerical comparisons of costs or delivery times.	<b>Solidarity:</b> Fair treatment of supply chain workers; local community first.	Edexcel 1.3.4 / CST: Solidarity
1.3.5 Marketing Strategy	Mass vs niche strategies, B2B vs B2C, Repositioning	<b>Knowledge:</b> Identify the elements of a marketing plan. <b>Literacy:</b> Write structured explanations and justifications. <b>Numeracy:</b> Prepare simple budgets, interpret sales and cost data.		Research a company's marketing strategy and create a short report explaining how it benefits customers and society ethically. Include data interpretation (numeracy) and business terminology (literacy).	<b>Common Good:</b>  Businesses should contribute to the welfare of all, not just profit for owners or shareholders.	Edexcel 1.3.5 / CST: Common Good

**Spring Term 2**

1.4.1 Approaches to Staffing	Employer/employee relationships, flexible workforce, HR vs workforce needs	<b>Knowledge:</b> Evaluate HR strategies. <b>Literacy:</b> Write analytical evaluations. <b>Numeracy:</b> Interpret HR metrics, e.g., employee turnover, training budgets.	Past papers Case studies Matrices Business Calculations	Researching real-life business examples to demonstrate concepts learnt. Practice calculations and knowledge quizzes.	<b>Dignity of Work:</b> Respect for workers; fair conditions and development opportunities.	Edexcel 1.4.1 / CST: Dignity of Work
1.4.2 Organisational Structures	Hierarchies, chains of command, decentralisation	<b>Knowledge:</b> Explain organisational structures. <b>Literacy:</b> Use clear business terminology. <b>Numeracy:</b> Interpret workforce numbers, ratios of managers to staff.	Past papers Case studies Matrices Business Finance Calculations	Researching real-life business examples to demonstrate concepts learnt. Practice calculations and knowledge quizzes.	<b>Subsidiarity:</b> Decision-making at the most local level possible to empower employees.	Edexcel 1.4.2 / CST: Subsidiarity
1.4.4 Motivation in Practice	Financial & non-financial motivation; motivational theories	<b>Knowledge:</b> Apply motivation theory. <b>Literacy:</b> Evaluate motivation strategies. <b>Numeracy:</b> Interpret staff performance data, incentive costs.	Past papers Case studies Matrices Business Finance Calculations	Researching real-life business examples to demonstrate concepts learnt. Practice calculations and knowledge quizzes.	<b>Human Dignity:</b> Seeing workers as people, not just resources; valuing intrinsic motivation.	Edexcel 1.4.4 / CST: Human Dignity
1.4.3 Leadership Styles	Autocratic, democratic, paternalistic, laissez-faire	<b>Knowledge:</b> Compare leadership styles. <b>Literacy:</b> Write structured evaluations. <b>Numeracy:</b> Analyse productivity/performance outcomes under different leadership.	Past papers Case studies Matrices Business Finance Calculations	Researching real-life business examples to demonstrate concepts learnt. Practice calculations and knowledge quizzes.	<b>Solidarity:</b> Collaborative and inclusive leadership; listening to others.	Edexcel 1.4.3 / CST: Solidarity

**Summer Term 1**

1.5.1 Role of an Entrepreneur	Characteristics, skills	<b>Knowledge:</b> Identify entrepreneurial roles. <b>Literacy:</b> Describe entrepreneurial traits. <b>Numeracy:</b> Interpret business plan data and financial projections.	Past papers Case studies Matrices Business Finance Calculations	Researching real-life business examples to demonstrate concepts learnt. Practice calculations and knowledge quizzes.	<b>Common Good, Stewardship,</b> Preferential Option for the Poor	Edexcel 1.5.1 / CST: Stewardship, Common Good
1.5.2 Entrepreneurial Motives	Financial vs non-financial motives; social enterprise	<b>Knowledge:</b> Evaluate different motives. <b>Literacy:</b> Write analytical paragraphs linking motives to outcomes. <b>Numeracy:</b> Analyse potential revenue, costs, or market data.	Past papers Case studies Matrices Business Finance Calculations	Researching real-life business examples to demonstrate concepts learnt. Practice calculations and knowledge quizzes.	<b>Common Good, Stewardship,</b> Preferential Option for the Poor	Edexcel 1.5.2 / CST: Preferential Option for the Poor
1.5.3 Leadership in Business	Functions of leadership; decision making	<b>Knowledge:</b> Assess leadership impact. <b>Literacy:</b> Use evaluative writing and business terminology. <b>Numeracy:</b> Compare performance metrics under different leadership styles.	Past papers Case studies Matrices Business Finance Calculations	Researching real-life business examples to demonstrate concepts learnt. Practice calculations and knowledge quizzes.	<b>Common Good, Stewardship,</b> Preferential Option for the Poor	Edexcel 1.5.3 / CST: Solidarity
1.5.4 Risk and Uncertainty	Risk-taking, calculated risks, external influences	<b>Knowledge:</b> Apply decision-making models. <b>Literacy:</b> Explain decisions in structured text. <b>Numeracy:</b> Use decision trees, calculate expected values and opportunity costs.	Past papers Case studies Matrices Business Finance Calculations	Researching real-life business examples to demonstrate concepts learnt. Practice calculations and knowledge quizzes.	<b>Common Good, Stewardship,</b> Preferential Option for the Poor	Edexcel 1.5.4 / CST: Stewardship

**Summer Term 2**

Theme 1 Revision	All topics consolidated	Constructing structured Essay answers Using accurate Business Terminology Ratios Averages	Past papers Case studies Matrices Business Finance Calculations	Researching real-life business examples to demonstrate concepts learnt. Practice calculations and knowledge quizzes.	Common Good, Stewardship, Preferential Option for the Poor	Applying all CST
CST Synoptic Application	Applying Human Dignity, Solidarity, Common Good, Stewardship to business decisions	Constructing structured Essay answers Using accurate Business Terminology Ratios Averages	Past papers Case studies Matrices Business Finance Calculations	Researching real-life business examples to demonstrate concepts learnt. Practice calculations and knowledge quizzes.	Human Dignity, Solidarity, Common Good, Stewardship to business decisions	Applying all CST
Past Papers & Exam Practice	Full Theme 1 mock papers; case study analysis	Constructing structured Essay answers Using accurate Business Terminology Ratios Averages	Past papers Case studies Matrices Business Finance Calculations	Researching real-life business examples to demonstrate concepts learnt. Practice calculations and knowledge quizzes.	Applying Human Dignity, Solidarity, Common Good, Stewardship to business decisions	Applying all CST
End of Year Revision	Formal assessment covering all content	Constructing structured Essay answers Using accurate Business Terminology Ratios Averages	Past papers Case studies Matrices Business Finance Calculations	Researching real-life business examples to demonstrate concepts learnt. Practice calculations and knowledge quizzes.	Formal assessment covering all CST content	Applying all CST