

Curriculum Overview – Year 13 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
Autumn Term						
3.1 Business Objectives & Strategy	Corporate objectives; mission statements; strategic vs tactical decisions; SWOT; Ansoff Matrix	Literacy: Explain objectives clearly, use business terminology; Numeracy: interpret KPIs, analyse data	Past papers Case studies Matrices Business Finance Calculations	Research a real company's objectives and produce a summary report with KPIs and justification	Common Good: Ensuring business goals benefit society, not just shareholders.	Edexcel 3.1.1; CST: Common Good
3.1.2 Corporate Strategy	Functional, corporate and competitive strategies	Literacy: Compare strategies (e.g., diversification vs integration); Numeracy: analyse ratios and market data to evaluate strategy	Past papers Case studies Matrices Business Finance Calculations	Case study analysis: Evaluate a company's corporate strategy and its impact on performance	Stewardship: Strategies must consider environmental & long-term social impacts.	Edexcel 3.1.2; CST: Stewardship of Creation
3.1.3 Business Growth	Organic and inorganic growth; mergers & takeovers; diseconomies of scale	Literacy: Write evaluative paragraphs on growth methods; Numeracy: calculate growth rates, percentages, revenue increase	Past papers Case studies Matrices Business Finance Calculations	Research two companies and calculate their growth over 5 years; evaluate the strategies used	Human Dignity: Impact of growth decisions on workers and communities.	Edexcel 3.1.3; CST: Human Dignity
3.2 Business Choices	Opportunity cost; risk vs uncertainty; trade-offs	Literacy: Compare options and justify decisions; Numeracy: assess financial viability, cost-benefit calculations	Past papers Case studies Matrices Business Finance Calculations	Present a short report recommending a business choice using numerical evidence (e.g., investment appraisal)	Human Dignity: Ethical choices consider human consequences, not only profit.	Edexcel 3.2; CST: Human Dignity
3.3 Quantitative Decision Making	Decision trees; expected value; investment appraisal (NPV, ARR, Payback); critical path analysis	Literacy: Explain methods and interpret results; Numeracy: decision trees, break-even, payback period, percentages	Past papers Case studies Matrices Business Finance Calculations	Solve numerical decision-making problems; write a short analysis linking numbers to business outcomes	Subsidiarity: Decision-making at the most appropriate level to empower people.	Edexcel 3.3; CST: Subsidiarity

3.4 Influences on Business Decisions	Corporate culture; stakeholder influence; business ethics	Literacy: Explain internal and external influences in paragraphs; Numeracy: interpret trend data, graphs, ratios	Past papers Case studies Matrices Business Finance Calculations	Research an internal/external influence on a company and write a structured report with data analysis	Solidarity: Businesses acting with accountability to their stakeholders.	Edexcel 3.4; CST: Solidarity
--------------------------------------	-----------------------------------------------------------	------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------	------------------------------

Spring Term 1

3.5 External Influences	PESTLE analysis; competitive environment; market conditions	Literacy: Write evaluative essays on political, economic, social, technological impacts; Numeracy: interpret macroeconomic indicators	Past papers Case studies Matrices Business Finance Calculations	Analyse how an external factor (e.g., inflation, legislation) affects a business; include numerical analysis of costs/revenue	Stewardship: Considering environmental and societal consequences in external analysis.	Edexcel 3.5; CST: Stewardship
3.6 Human Resource Strategy	Hard vs soft HRM; workforce planning; training; organisational design	Literacy: Evaluate HR policies, write structured analysis; Numeracy: interpret HR data (e.g., turnover, absenteeism, productivity)	Past papers Case studies	Case study: Analyse a company's HR strategy and present recommendations using supporting data	Dignity of Work: Workers treated fairly and given	Edexcel 3.6; CST: Dignity of Work
3.7 Financial Strategy	Revenue streams; improving cash flow; financial ratios; budgets	Literacy: Explain financial objectives and strategy; Numeracy: ratios, budgets, forecasts, cash flow analysis	Past papers Case studies Matrices Business Finance Calculations	Prepare a mini financial report evaluating profitability and liquidity for a chosen company	Option for the Poor: Financial decisions should avoid harming vulnerable consumers or workers.	Edexcel 3.7; CST: Option for the Poor
3.8 Marketing Strategy	Segmentation; targeting; positioning; global competition impacts	Literacy: Plan and evaluate marketing decisions; Numeracy: calculate market share, sales forecasts, marketing ROI	Past papers Case studies	Design a marketing plan for a product including sales forecasts and market analysis	Truth & Honesty: Ethical communication and truthful marketing.	Edexcel 3.8; CST: Human Dignity and Truth
3.9 Operational Strategy	Lean production; quality assurance; innovation and R&D	Literacy: Explain operations management choices; Numeracy: calculate capacity utilisation, productivity, efficiency	Past papers Case studies	Analyse a company's operations strategy and calculate productivity ratios	Stewardship: Processes that minimise waste and respect creation.	Edexcel 3.9; CST: Stewardship

Spring Term 2

4.1 Globalisation	Growth of international trade; multinational corporations; global labour markets	Literacy: Explain concepts of globalisation and international trade; Numeracy: interpret trade data, exchange rates	Past papers Case studies	Research globalisation impacts on a chosen company and summarise findings with supporting statistics	Solidarity: Support fair treatment and unity across international workforce.	Edexcel 4.1; CST: Solidarity
4.2 Global Markets & Business Expansion	Cultural and social factors; economies of scale; global branding	Literacy: Evaluate opportunities and challenges; Numeracy: assess revenue potential, market share	Past papers Case studies	Create a mini-report recommending a market entry strategy using numerical market data	Common Good: Businesses must safeguard cultural identity and promote societal welfare.	Edexcel 4.2; CST: Common Good
4.3 Global Marketing	Global vs local strategies; “glocalisation”; product adaptation	Literacy: Evaluate marketing mix globally; Numeracy: analyse sales data across regions	Past papers Case studies	Develop a global marketing strategy for a brand, using forecasts and regional sales figures	Human Dignity: Respecting cultural identity and consumer dignity.	Edexcel 4.3; CST: Human Dignity
4.4 Global Operations	Logistics; global supply chains; outsourcing; offshoring	Literacy: Explain operational strategies in global contexts; Numeracy: calculate supply chain efficiency, costs	Past papers Case studies	Analyse a company’s global operations and suggest improvements with supporting numerical analysis	Option for the Poor: Ensuring ethical working conditions in developing nations.	Edexcel 4.4; CST: Preferential Option for the Poor

Summer Term 1

4.4 (continued) Ethical Issues in the Global Economy	Ethical trade, fair wages, modern slavery, environmental standards	Calculate impact on profit, revenue, or cost when implementing ethical policies.	Past papers Case studies	Evaluate the impact of ethical decisions on stakeholders.	Stewardship & Human Dignity: Businesses must protect workers and the environment.	Edexcel 4.4; CST: Stewardship, Human Dignity
4.5 Global Competitiveness	Exchange rates; productivity; innovation; Kaizen	Literacy: Evaluate competitive strategies internationally; Numeracy: compare financial ratios, productivity across countries	Past papers Case studies	Case study: Compare two global competitors and analyse competitive advantages using data	Subsidiarity: Empowering local teams to enhance productivity.	Edexcel 4.5; CST: Subsidiarity
4.6 Impact of MNCs	Benefits and drawbacks on host and home countries	Literacy: Explain impacts of economic, political, social, and technological changes; Numeracy: interpret global sales, market share, revenue data	Past papers Case studies	Analyse how an external factor has affected an MNC and write a structured report including numerical evidence	Common Good: Balancing profit with the wellbeing of host communities.	Edexcel 4.6; CST: Common Good
4.7 Global Risk Management	Political risk; economic risk; contingency planning	Literacy: Explain types of risk and mitigation strategies; Numeracy: probability, risk quantification, expected values	Past papers Case studies	Produce a risk assessment for a business entering a new global market, including calculations of expected financial impact	Solidarity: Global collaboration to reduce vulnerability and inequality.	Edexcel 4.7; CST: Solidarity

Summer Term 2 Revision

Synoptic Theme 3 & 4 Revision	Combined case studies; applying quantitative + qualitative analysis		Past papers Case studies		CST as an evaluative lens across all decision-making.	Synoptic links
Mock Exams & Essay Technique	20-mark essay practice; evaluation frameworks; timed papers		Past papers Case studies		CST principles used to deepen evaluation for top-band responses.	All Themes
Final Consolidation	Review of strategies, calculations, ethics, globalisation		Past papers Case studies		CST links revisited across entire A Level course.	All Themes (3 & 4)