

# Business Curriculum Map – KS5



**LO B:**  
Undertake a recruitment activity to demonstrate the processes leading to a successful job offer

**LO C:** Reflect on the recruitment and selection process and your individual performance

**Exams**

**Next Steps**



Recruitment at McDonalds



Mock Exams, Revision and targeted support

Further Study

• Retail • Finance • Economics • Business Management • Accounting • Business Law

Careers

• Finance • Marketing • Management • HR • Accountancy • Stockbroker • Banking • Civil Service • Consultancy • Teaching • Journalism • Economist • Business Start-up.....**THE OPPORTUNITIES ARE ENDLESS**

Skills

• Communication • Problem solving, • Critical thinking • Team working • Analysis • Evaluation

Super-curricular links

• Chester Zoo • Young Enterprise



School of Business and Management University of Liverpool

**LO A:** Examine how effective recruitment and selection contribute to business success

**LO F:** Complete statements of comprehensive income and financial position and evaluate a business's performance

**LO E:** Break-even and cash flow

**Learning Outcome D**  
□ Sources of finance

**LO D:** Select and evaluate different sources of finance

**Learning Outcome C**

- purpose of accounting
- Types of income
- Types of expenditure

**LO C:** Understand the purpose of accounting

**Learning Outcome B**

- Features of financial institute
- Communicating with customers
- Consumer protection
- Information, guidance and advice

**Unit 8: Recruitment and Selection Process**



Personal finance revision

**Unit 3: Personal and Business Finance**

Critical Thinking

**LO B:** Explore the personal finance sector

Academic Reflection

**Learning Outcome B**

- Purpose of research
- Market research methods used
- Developing the rational

**LO C:** Planning and developing a marketing campaign

- Learning Outcome C**
- Marketing campaign activity
  - Marketing mix
  - The marketing campaign
  - Appropriateness of marketing campaign

**YEAR 13**

**LO A:** Understand the importance of managing personal finance

- Learning Outcome A**
- Functions and role of money
  - Different ways to pay
  - Current accounts
  - Managing personal finance

Academic Reflection



Tutor2U Developing a Marketing Campaign revision



How can I manage my own personal finances?



**LO B:** Using information to develop the rationale for a marketing campaign

Academic Reflection

- Learning Outcome A**
- The role of marketing
  - Influences on marketing activity

**LO A:** Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign

- Learning Outcome E**
- Role of innovation and enterprise
  - Benefits and risks associated with risks

**LO E:** Investigate the role and contribution of innovation and enterprise to business success

Academic Reflection



Creativity

**Unit 2: Developing a Marketing Campaign**

Revision and targeted support

- Learning Outcome D**
- Different market structures
  - Relationships between demand, supply and price
  - Pricing and output decisions.

Add something

Academic Reflection

**LO B:** Investigate how businesses are organised

- Learning Outcome B**
- Structure and organisation
  - Aims and objectives

**LO C:** Examine the environment in which businesses operate

- Learning Outcome C**
- external environment
  - Internal environment
  - Competitive environment
  - Situational analysis

**LO D:** Examine Business Markets

Academic Reflection



**Unit 1: Exploring Enterprises**

Revision and targeted support

Specification

- Learning Outcome A**
- Identify features of a business
  - Assess stakeholders and their influence
  - Evaluate effective communication used by a business

**LO A:** Explore the features of different businesses and analyse what makes them successful

**YEAR 12**

