





# Achievement Cycle Overview

## Curriculum: Business

**Excellence.  
No Excuses.**

Year	AC1 Concepts, issues and terminology	AC2 Application of knowledge and understanding of concepts	AC3 Analysis and evaluation of information	AC4 Making judgments and drawing conclusions
7	Topic Overview:  NC links: GCSE Links:	Topic Overview:  NC links: GCSE Links:	Topic Overview:  NC links: GCSE Links:	Topic Overview:  NC links: GCSE Links:
8	Topic Overview:  NC links: GCSE Links:	Topic Overview:  NC links: GCSE Links:	Topic Overview:  NC links: GCSE Links:	Topic Overview:  NC links: GCSE Links:
9	Topic Overview:  NC links: GCSE Links:	Topic Overview:  NC links: GCSE Links:	Topic Overview:  NC links: GCSE Links:	Topic Overview:  NC links: GCSE Links:
 10	<b>Topic Overview:</b> <b>Business in the real world</b> The purpose of business, enterprise and entrepreneurship. Activity planning, location and legal forms of business as a dynamic entity <b>NC links:</b> Business Activity/competitive environment/risk and reward/business planning/aims and objectives/stakeholders <b>GCSE Links:</b> 3.1.1 – 3.1.7	<b>Topic Overview:</b> <b>Influences on business</b> External factors influencing business <b>NC links:</b> Technology/ethics/economic climate globalisation/legislation <b>GCSE Links:</b> 3.2.1 – 3.2.6	<b>Topic Overview:</b> <b>Business Operations</b> Providing customer service , production of goods and services, stock management and quality <b>NC links:</b> Productivity/production processes/procurement and logistics/ quality management/ sales/ customer service <b>GCSE Links:</b> 3.3.1. – 3.3.4.	<b>Topic Overview:</b> <b>Human Resources</b> Structure of organisations, recruitment and selection, motivation and training <b>NC links:</b> Organisational structure/job roles/ communication/responsibilities/ recruitment and training/ workforce motivation <b>GCSE Links:</b> 3.4.1 – 3.4.4
 11	<b>Topic Overview:</b> <b>Marketing</b> Identifying target markets and market research. Meeting customers wants and needs, advertising and promotion <b>NC links:</b> Identification and understanding of a businesses customers/ segmentation/ market research/ quantitative and qualitative data/ marketing mix <b>GCSE Links:</b> 3.5.1 – 3.5.4	<b>Topic Overview:</b> <b>Finance</b> How businesses raise finance to establish and expand. Cash management, profit and loss and data management <b>NC links:</b> Sources of finance/ revenue/ profit and loss/ measurement of performance/ decision making <b>GCSE Links:</b> 3.6.1 – 3.6.4	<b>Topic Overview:</b> <b>Case studies and revision</b> Application of case studies. Interpretation of data to support inform and justify business decisions <b>NC links:</b> Identification and explanation of business activities in unfamiliar contexts/ analysis and evaluation of business/ mathematical techniques <b>GCSE Links:</b> 3.1.1 – 3.6.4	<b>Topic Overview:</b> <b>Revision</b> <b>NC links:</b> <b>GCSE Links:</b>