



Curriculum Map: Year 12 Subject: Economics

	Topic	Key Knowledge <i>What will all students KNOW by the end of the topic?</i>	Key Skills <i>What key skills will be learnt/developed by the end of the topic? What will all students be able to DO by the end of the topic?</i>	Assessment Opportunities <i>What are the key pieces of assessment? How will students be assessed?</i>
<b>Theme 1</b> Autumn	The economic problem	a) The problem of scarcity (where there are unlimited wants and finite resources) b) Choices and potential trade-offs c) The importance of opportunity costs to consumers, producers and government	Demonstrate knowledge of terms/concepts linked to the economic problem and be able to apply this to various economic contexts.	One homework each week to cover knowledge and understanding. A range of exam questions, research and essay questions. Opportunities for analysis and evaluation.  End of topic assessment.
	Business objectives	a) Different business objectives and reasons for them: o profit maximisation o sales maximisation o satisficing b) Other objectives: survival, market share, cost efficiency, return on investment, employee welfare, customer satisfaction, social objectives	Students will need to be able to demonstrate knowledge of the different business objectives and be able to analyse the objectives of firms using qualitative and quantitative evidence to support informed judgements relating to economic issues	
	Stakeholders (economic agents) and their objectives	a) Stakeholders (economic agents) b) Stakeholder objectives c) Stakeholder conflicts d) Corporate social responsibility	Students will be able to identify the stakeholders of a firm and be able to analyse their objectives.	
	Role of an entrepreneur in the economy	a) Creative destruction (organising factors of production to create and set up an enterprise) b) Making decisions to operate, expand and develop a business c) Selling the	Students will demonstrate knowledge of the role of the entrepreneur and be able to analyse issues	

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	<p>Entrepreneurial motives</p> <p>Factors of production</p> <p>Specialisation</p> <p>The wider economic environment</p> <p>Demand</p>	<p>output for more than the cost of the inputs (adding value)</p> <p>a) Profit as an incentive b) Non-financial motives: ethical stance, social entrepreneurship, independence, home working</p> <p>a) Enterprise b) Capital, land and labour: premises, equipment, raw materials, managers and employees</p> <p>a) Division of labour: advantages and disadvantages to employers and employees b) Specialisation: advantages and disadvantages to the firm</p> <p>a) Implications for firms of changes in: interest rates, exchange rates, taxation, unemployment, inflation</p> <p>Consumer objectives and decisions. The demand curve.</p> <p>The factors that may cause a shift in the demand curve:, changes in the prices of substitutes and complementary goods , changes in real incomes, changes in tastes and fashions, advertising and branding, changes in size and age distribution of the population.</p> <p>Causes of shifts in demand:</p>	<p>within economics, showing an understanding of their impact on economic agents.</p> <p>Students will be able to demonstrate knowledge of entrepreneurial motives and be able to evaluate motives given in a case study.</p> <p>Students will be able to use their knowledge of factors of production</p> <p>Use qualitative and quantitative evidence to evaluate the economic environment</p> <p>Students will be able to demonstrate the distinction between movements along a demand curve and shifts of a demand curve.</p> <p>Use of demand diagrams to show the effects of changes in demand plus accompanying logical analysis</p> <p>Demonstrate knowledge of factors that may cause a shift in the demand curve. Be able use</p>	<p>One homework each week to cover knowledge and understanding. A range of exam questions, research and essay questions. Opportunities for analysis and evaluation.</p> <p>End of topic assessment.</p>
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	<p>Supply</p> <p>Price determination</p>	<p>changes in the prices of substitutes and complementary goods, changes in real incomes, changes in tastes and fashions, advertising and branding, changes in size and age distribution of the population.</p> <p>a) Producer objectives and decisions  b) The supply curve  c) The distinction between movements along a supply curve and shifts of a supply curve  d) The factors that may cause a shift in the supply curve: changes in the costs of production, the introduction of new technology, indirect taxes, subsidies, changes in the number of firms in an industry, external shocks</p> <p>a) Equilibrium price and quantity and how they are determined  b) The use of supply and demand diagrams to depict excess supply and excess demand  c) The operation of market forces to eliminate excess demand and excess supply  d) The use of the supply and demand model to show how shifts in demand and supply curves cause the equilibrium price and quantity to change in real-world situations  e) The limitations of the supply and demand model and its predictions</p>	<p>diagrams to demonstrate these moments with explanations.</p> <p>Use of supply diagrams to show the effects of changes in supply with logical analysis and evaluations.</p> <p>Use diagrams to show demonstrate price equilibrium, excess supply and demand, with logical analysis and evaluations.</p>	<p>One homework each week to cover knowledge and understanding. A range of exam questions, research and essay questions. Opportunities for analysis and evaluation.</p> <p>End of topic assessment.</p>
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Spring	Price Mechanism	a) Functions of the price mechanism to allocate resources: rationing, incentives, signalling b) How firms respond to a change in demand c) The price mechanism in the context of different types of markets: mass markets, niche markets d) Potential market growth	Apply knowledge and understanding of price mechanism to various economic contexts to show how economic agents are affected by and respond to economic issues	One homework each week to cover knowledge and understanding. A range of exam questions, research and essay questions. Opportunities for analysis and evaluation.  End of topic assessment.
	Understanding the consumer	a) Primary and secondary market research data (quantitative and qualitative) used to quantify likely demand and gain insight into consumer behaviour b) Limitations of market research, sample size and bias c) Categorising consumers: market segmentation	Students will use their knowledge to analyse the use of a firms primary and secondary research and be able to make recommendations.	
	The competition	a) Market positioning: market mapping and market maps b) Competitive advantage of a product or service c) Product differentiation d) Adding value to products/services e) How firms decide on price and level of output f) Nature and range of markets: stable and dynamic markets	Use basic mapping diagrams to analysis the competitiveness within a market.	
	Role of banks in the economy	a) Channelling savings towards investment b) Role of banks in providing credit c) Interest rates and collateral	Demonstrate knowledge and understanding of role of banks.	
	Risk and liability	The meaning of risk and Implications of limited and unlimited liability.	Be able to analyse risk for firms.	
	Types and sources of credit	a) Types of credit: ● loans ● overdrafts ● trade credit		

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	<p>and the impact of credit within the economy</p> <p>Role of banks in the economy</p>	<p>b) Sources of credit: ● banks ● other firms</p> <p>c) Other types of finance: ● venture capital ● share capital ● leasing There are more and more examples of businesses/ventures starting in this way.</p> <p>d) Other sources of finance: ● owner’s capital: personal savings ● retained profit ● sale of assets ● individual investors ● online collaborative funding</p> <p>e) Challenges in obtaining credit: ● role and impact of credit on the economy</p> <p>a) Channelling savings towards investment b) Role of banks in providing credit c) Interest rates and collateral</p>	<p>Students will be able to evaluate the different sources of credit available to firms and use analysis of possibilities to make recommendations.</p>	
<p>Summer</p>	<p>Revenue and costs</p> <p>The relationship between revenue and costs</p> <p>Profit and loss</p>	<p>a) Calculation of sales volume and sales revenue b) Calculation of average, fixed, variable and total costs c) Calculation of percentage change</p> <p>a) Contribution: selling price – variable cost per unit b) Break-even point: total fixed costs + total variable costs = total sales revenue c) Using contribution to calculate the break-even point d) Margin of safety e) Limitations of break-even analysis.</p> <p>a) Profit as an incentive in a competitive market: market entry and exit</p> <p>b) How firms calculate: ● gross profit ● operating profit ● profit for the year (net profit)</p> <p>c) Statement of comprehensive income (profit and loss account)</p>	<p>Qualitative skills: using calculations to demonstrate knowledge and understanding and evaluate financial position of firms.</p> <p>Calculations of break even and profit. Use these to analyse and evaluate a firm’s position using given information.</p>	<p>One homework each week to cover knowledge and understanding. A range of exam questions, research and essay questions. Opportunities for analysis and evaluation.</p> <p>End of topic assessment.</p>

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	<p>Business survival and cash flow</p> <p>The wider economic environment</p> <p>Government intervention and failure</p>	<p>d) How firms measure profitability: ● gross profit margin ● operating profit margin ● profit for the year (net profit) margin e) How firms increase profit</p> <p>a) Distinction between profit and cash flow b) Importance of cash flow for business survival c) Forecasting and interpreting cash flow d) Use of a cash-flow forecast to identify credit requirements and minimise risk.</p> <p>Implications for firms of changes in: ● interest rates ● exchange rates ● taxation ● unemployment ● inflation</p> <p>a) Purpose of intervention with reference to market failure in various contexts b) Methods of government intervention: ● regulation ● legislation ● indirect taxation ● grants and subsidies ● voluntary agreements c) Causes of government failure: ● distortion of price signals ● unintended consequences ● excessive administrative costs ● information gaps d) Government failure in various market</p>	<p>Calculate ratios to determine the profits with in a firm, use these to analyse and evaluate a firms position using given information.</p> <p>Use calculations and forecast figures to analyse a firm’s financial position.</p> <p>Students will be able to analyse and evaluate the use and need for Government intervention.</p> <p>Students will be able to use quantitative and qualitative data to establish the causes and outcomes of government failure.</p>	
<p><b>Theme 2</b> Autumn</p>	<p>Growth</p>	<p>a) Objectives of growth: ● to achieve economies of scale (internal and external) ● increased market power over consumers and suppliers ● increased market share and brand recognition ● increased profitability</p>	<p>Students will use graphs to illustrate economies of scale and market share and compare data where necessary</p> <p>Calculations of profitability will be used</p>	<p>One homework each week to cover knowledge and understanding. A range of exam questions, research and essay questions. Opportunities</p>

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	<p>Methods of growth</p> <p>How small firms compete</p> <p>Research and development (R&amp;D) and innovation</p> <p>How the digital economy affects markets and firms</p>	<p>b) Problems arising from growth: ● diseconomies of scale ● internal communication ● potential skills shortages c) The role of corporate culture</p> <p>a) Organic and inorganic growth b) Horizontal, vertical and conglomerate integration</p> <p>a) Small-firm survival in competitive markets: ● product differentiation and unique selling points (USPs) ● flexibility in responding to customer needs ● customer service ● targeting niche markets ● achieving competitive advantage through relationships with stakeholders</p> <p>a) Competitive advantage through innovation b) Incentive to increase market power c) Product and process innovation d) Role of state funding e) Product life cycle and extension strategies</p> <p>a) Market information in the digital economy: ● price comparison sites ● viral marketing ● social media b) The supply-side: ● micromarketing ● online retailing and online distribution ● recruiting and training staff with digital skills c) The demand-side: ● satisfying consumers with the long tail ● wider geographical markets.</p>	<p>Graphs to illustrate diseconomies of scale will be used and data to explain where skills shortages exist</p> <p>Diagrams to illustrate these concepts will be used as well as real life examples</p> <p>Investigation into real life examples and case studies will be used</p> <p>Graphical representation of various product life cycles will be investigated as well as case studies on the impact of state funding, innovation and competitive advantage</p> <p>Use of the internet to show how price comparison sites work and online retailing has impacted on modern firms</p>	<p>for analysis and evaluation.</p> <p>End of topic assessment.</p> <p>Dec – Assessment Window 1</p>
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		d) Impact on markets and firms: ● impact on costs, prices, profit and loss ● firm creation and destruction in a new business environment.	Understand simple accounts; the calculation of costs, prices, profit and loss	
Spring	Price elasticity of demand (PED)  Competing on price	<p>a)The significance of price elasticity of demand to firms (in both niche and mass markets) in terms of implications for pricing.  b) Calculation of price elasticity of demand c) Interpretation of numerical values of price elasticity of demand d) The factors influencing price elasticity of demand e) The relationship between price elasticity of demand and total revenue.</p> <p>a) Pricing strategies: ● cost plus (calculating mark up on unit cost) ● price skimming ● penetration ● predatory ● competitive ● psychological  b) Factors that determine the most appropriate pricing strategy for a particular situation: ● number of USPs/amount of differentiation ● price elasticity of demand ● amount of competition ● strength of brand ● stage in the product life cycle ● costs and the need to make a profit  c) Changes in pricing to reflect social trends (online sales and price comparisons sites)</p> <p>a)The impact of marketing on the demand curve: ● product differentiation ● advertising and other</p>	<p>Students will develop competence in <b>quantitative skills</b>: Calculations of elasticity and interpret the result.</p> <p>Use the marketing mix (4Ps) to compare and analyse marketing techniques for a variety of firms in different markets</p> <p>Draw, interpret and explain demand curves</p>	<p>One homework each week to cover knowledge and understanding. A range of exam questions, research and essay questions. Opportunities for analysis and evaluation.</p> <p>End of topic assessment.</p> <p>March – Assessment Window 2</p>



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	<p>Types of non-price competition</p> <p>Income elasticity of demand (YED)</p> <p>Productivity</p> <p>Capacity utilisation</p> <p>Efficiency and competitiveness</p>	<p>promotional methods • distribution methods b) Devising appropriate marketing approaches</p> <p>a) The significance of income elasticity of demand to firms b) Calculation of income elasticity of demand c) Interpretation of numerical values of income elasticity of demand d) The factors influencing income elasticity of demand</p> <p>a) Productivity (output per unit of input in a given time period): factors influencing productivity , link between productivity and competitiveness, productivity and wages, productivity and economic growth b) Distinction between labour and capital intensive production</p> <p>a) Full capacity and spare capacity b) Capacity utilisation: current output (divided by) maximum possible output (as a percentage) c) Implications of under- and over-utilisation of capacity d) Ways of improving capacity utilisation</p> <p>a) Quality: control, assurance, Total Quality Management (TQM) b) Continuous improvement (Kaizen) c) Just in time (JIT) management of stock</p>	<p>Students will develop competence in <b>quantitative skills</b>: Calculations of elasticity (and how YED and PED are different when shown graphically) and interpret the result</p> <p>Calculation of productivity and be able to analyse and evaluate these results</p> <p>Calculate capacity and analyse and evaluate the results</p> <p>Review case studies of firms who have improved efficiency. Illustrate methods where applicable using graphs (JIT)</p>	
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	using lean production Impact on costs and sales revenue	d) Competitive advantage from lean production  a) Impact on average costs b) Minimising waste of resources c) Competitive advantage of short product development lead times	Calculations of costs and average costs and analyse the impact on firms	
Summer	Globalisation  Developed, emerging and developing economies  International trade  Exchange rates	a) Characteristics of globalisation: increased investment flows, world trade rising as a proportion of world Gross Domestic Product (GDP) , increased migration b) Factors contributing to globalisation in the last 50 years: trade liberalisation, capital market liberalisation, political change resulting in the opening up of China and the former Soviet Union, reduced cost of transport and communications , increased significance of global (transnational) companies  a) Growth rate of the UK and BRIC (Brazil, Russia, India and China) economies since 2000 b) Indicators of growth: GDP per capita, literacy, health, Human Development Index (HDI) c) Characteristics of developed (mature), emerging and developing economies d) Mean and median incomes  a) Specialisation and international trade b) Trading blocs c) Trade and growth d) Imports and exports: visibles and invisibles e) Impact of cheap imports on standards of living  a) Changes in exchange rates b) Impact of changing exchange rates on firms c) Interpretation of exchange rate data d) Interpretation of effective exchange rates	Detailed analyse of major world economies, including but not limited to the BRIC nations. Use of internet, videos, case studies and private research will aid this task.  Use of up to date world economic data, calculations of average incomes and GDP per capita, investigation of current HDI tables  Research into world trading blocs, their history and purpose, analysis of balance of trade of different nations and quantitative understanding of the impact of cheap imports on UK firms and people  Calculation of exchange rates (£\$E etc) and the impact of strong/weak currencies on firms and people	One homework each week to cover knowledge and understanding. A range of exam questions, research and essay questions. Opportunities for analysis and evaluation.  End of topic assessment.

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	<p>The economic cycle</p> <p>Circular flow of income, expenditure and output</p> <p>Inflation</p> <p>Employment and unemployment</p>	<p>a) Understanding of the economic cycle b) Characteristics of a boom c) Characteristics of a recession d) Implications for firms of fluctuations in economic activity</p> <p>a) The circular flow of income b) The impact of injections into and withdrawals from the circular flow of income c) Factors influencing AD: components <math>C + I + G + (X - M)</math> d) Factors influencing AS: changes in the cost of inputs and resources, changes in productivity</p> <p>a) Inflation, deflation and disinflation b) Interpret price indices (RPI and CPI) and the rate of inflation c) Real and nominal values, constant and current prices d) Causes of inflation: demand pull, cost push e) The impact of inflation on firms: uncertainty, loss of international competitiveness f) The impact of inflation on individuals: loss of real income, savers and borrowers</p> <p>a) Employment, underemployment and unemployment b) Measures of unemployment: the claimant count, the International Labour Organisation (ILO) measure c) The causes of unemployment: structural unemployment, occupational immobility, geographical immobility, technological unemployment, demand deficiency and cyclical unemployment d) The impact of unemployment on firms and individuals</p> <p>a) Economic growth b) Low unemployment c) Low and stable rate of inflation d) Balance of payments equilibrium on current account</p>	<p>Understand the illustration of the cycle stages and what this means to firms and people</p> <p>Graphical illustration used and students must understand the formula that assists in economic growth (<math>AD = C + I + G + (X - M)</math>)</p> <p>Quantitative understanding updated statistics and graphs to show trends to help with analysis and evaluation</p> <p>Quantitative understanding updated statistics and graphs to show trends to help with analysis and evaluation</p> <p>Data and graphical analysis, linked to case studies</p>	<p>One homework each week to cover knowledge and understanding. A range of exam questions, research and essay questions. Opportunities for analysis and evaluation.</p> <p>End of topic assessment</p>
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	<p>Possible macroeconomic objectives</p> <p>Policy instruments</p> <p>Potential policy conflicts and trade-offs</p> <p>Revision for Mock exams</p>	<p>The nature and impact of the following on the economy, firms and economic agents:</p> <p>a) Fiscal policy: adjusting levels of government spending and taxation to affect aggregate demand</p> <p>b) Monetary policy: adjusting interest rates to affect aggregate demand</p> <p>c) Supply-side policies: taxes, benefits, education and training, grants and subsidies infrastructure</p> <p>d) Exchange rate policy: floating rate</p> <p>a) Inflation and unemployment</p> <p>b) Economic growth and negative externalities</p> <p>c) The issues governments face in managing the macro-economy</p> <p>d) How different macroeconomic perspectives influence policy decisions</p> <p>e) The likely effects of individual policy instruments on specific problems; possible unintended consequences</p>	<p>Investigate government thinking at the time (and historically where relevant) and analyse and evaluate strategies being used. Use graphs and diagrams where relevant to help (such as floating and non floating exchange rates, inflation and unemployment)</p>	<p>MOCK EXAMS – Early June</p>
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