



BUSINESS A Level CURRICULUM MAP KS5

FURTHER STUDY

- Degree, Accredited diplomas and certificates

CAREER PATHS

University, Real estate, Marketing, Recruitment, Sales, customer service, Logistics, Finance, Management, Retail, Administration

SKILLS

- Critical analysis, interpretation, evaluation, descriptive writing

REVISION & EXAMS

Assessment: Paper 1, 2, 3

Theme 3: assessing competitiveness

- Interpretation of financial statements
- Ratio analysis
- Human resources

Theme 3: Managing change

- Causes and effects of change
- Key factors in change
- Scenario planning

Theme 3: business decisions

- Corporate influences
- Corporate culture
- Shareholders v stakeholders
- Business Ethics

Theme 4: global industries

- The impact of MNCs
- Ethics
- Controlling MNC's

Theme 3: decision making techniques

- Quantitative sales forecasting
- Investment appraisal
- Critical Path Analysis
- Decision Trees

Theme 4: global marketing

- Marketing
- Niche markets
- Cultural/social factors

Theme 3: Business decisions and strategy
Theme 4: Global business

YEAR 13

Theme 3: Business Growth

- Growth
- Mergers and takeovers
- Reasons for staying small

Theme 4: global markets and business expansion

- Assessment of a country
- Mergers and joint ventures
- Global competitiveness

Theme 3: business objectives and strategy

- Corporate objectives
- Theories of corporate strategy
- SWOT
- External influences

Theme 4: globalisation

- Growing economies
- International trade and business growth
- Factors contributing to increased globalisation
- Protectionism and Trading blocs

Assessment: AS Paper 1 & 2 Mock

Theme 1: Managing People

- Approaches to staffing
- Recruitment, selection and training
- Organisational design
- Motivation in theory and practice
- Leadership

Theme 2: Resource Management

- Production & Productivity
- Capacity utilisation
- Stock control
- Quality management
- Visit technology dept to see how CAD & CAM machines operate

Theme 1: Marketing Mix and Strategy

- Product/service design
- Branding and promotion
- Pricing strategies
- Distribution
- Marketing strategy

Theme 2: Managing Finance

- Profit
- Liquidity
- Business failure

Theme 1: Entrepreneurs and Leaders

- Role of an entrepreneur
- Entrepreneurial motives and characteristics
- Business objectives, Forms of business
- Business choices

Theme 2: External Influences

- Economic influences
- Legislation
- Competitive environment
- TRIP To Bank of England and Branding museum

Theme 1: Marketing and people
Theme 2: Managing business activities

YEAR 12

Theme 1: The Market

- Demand
- Supply
- Markets
- PED, YED

Theme 2: Financial Planning

- Sales forecasting
- Sales, revenue, costs
- Break even
- Budgets
- Incorporate financial literacy e.g. personal finance

Theme 1: Meeting Customer Needs

- The market
- Market research
- Market positioning

Theme 2: Raising Finance

- Internal, External finance
- Liability
- Planning – Software tools for Business plans

SKILL

Demonstrate knowledge of terms, concepts, theories, methods and models to show an understanding of how individuals and organisations are affected by and respond to business issues

SKILL

Apply knowledge and understanding to various business contexts to show how individuals and organisations are affected by and respond to issues

SKILL

Analyse issues within business, showing an understanding of the impact on individuals and organisations of external and internal influences

SKILL

Evaluate qualitative and quantitative evidence to make informed judgements and propose evidence-based solutions to business issues