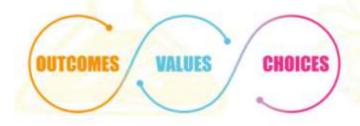


# A Level Business Studies Curriculum Overview



# YEAR 12

# AUTUMN 1 AUTUMN 2 SPRING 1 SPRING 2 SUMMER 1 SUMMER 2

#### Theme 1: Marketing and People.

The market Market Research **Market Segmentation** Market Positioning

Theme 2: **Managing Business** Activities.

Internal finance External finance Planning Sales forecasting

#### Theme 1: Marketing and People.

Supply Demand Markets Price Elasticity of demand Income Elasticity of demand

Theme 2: **Managing Business** Activities.

Sales, revenue, costs Fixed and Variable costs Break Even **Budgets** Profit

## Theme 1: Marketing and People.

Product/Service design **Branding & Promotion Pricing Strategies** Distribution Marketing Strategy

Theme 2: **Managing Business** Activities.

Calculation of profit Statement of Comprehensive income Liquidity **Business Failure** 

#### Theme 1: Marketing and People.

Approaches to Staffing Recruitment, Selection and training Organisation & Design

Theme 2: **Managing Business** Activities.

Production Productivity & Efficiency Capacity Utilisation Stock Control **Quality Management** 

## Theme 1: Marketing and People.

Motivation **Motivation Theories** Financial and Non-Financial Incentives Leadership Role of an entrepreneur

Theme 2: Managing Business.

Macroeconomic Variables **Economic Policy** Legislation

# Theme 1: Marketing and People.

Entrepreneurial motives & characteristics Moving from entrepreneur to leader **Business objectives** Forms of business **Business** choices

#### Theme 2: Marketing and People.

Revision and mock exam preparation Introduction to the broad pre-released context for Paper 3. Summer Research project

#### Theme 3: **Business Decisions &** Strategy.

Corporate Objectives **Corporate Influences Business Ethics** Shareholders Vs Stakeholders Corporate Culture Theories of corporate strategy

#### Teacher 2 - Theme 4: **Global Business**

**Growing Economics** International trade **Business Growth** 

#### Theme 3: **Business Decisions &** Strategy.

Theories of corporate strategy Strategic and tactical decisions SWOT analysis Impact of external Influences: PESTLE analysis

# Teacher 2 - Theme 4: **Global Business**

Factors contributing to increased globalisation Protectionism **Trading Blocs** 

#### Theme 3: **Business Decisions &** Strategy.

Growth Mergers & Takeovers Organic Growth Reasons for staying small

#### Theme 4: Global Business.

Conditions that prompt trade Assessment of a country as a market Assessment of a country as a production Reasons for global mergers or joint ventures

#### Theme 3: **Business Decisions &** Strategy.

Sales forecasting **Investment Appraisal Decision Trees** Critical Path Analysis **Financial Statements** 

#### Theme 4: Global Business.

Global competitiveness Marketing Cultural and social issues **Niche Markets** The impact of MNC's **Ethics** Controlling MNC's

#### Theme 3: **Business Decisions &** Strategy.

Ratio Analysis **Investment Appraisal Human Resources** Cause and effects of change Key factors in change Scenario planning

#### Theme 4: Global Business.

Revision of Themes 1, 2, 3 and 4 Exam preparation Focus on Paper 3 - Research context

Revision of Themes 1, 2, 3 and 4 Exam preparation

External Paper 1, 2 and 3 to be sat.