

YEAR 12

YEAR 13

AUTUMN 1

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

AUTUMN 2

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

SPRING 1

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

SPRING 2

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

SUMMER 1

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

SUMMER 2

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.**