

Curriculum Map A level Business

	Sept/Oct	Oct-Dec	Jan-Feb	Feb-May
YR 12 BUS	<p>Teacher A Theme 1 Meeting Customer Needs</p> <p>The Market-understanding Mass markets niche markets and Dynamic markets, how markets change, innovation and market growth. The difference between risk and uncertainty</p> <p>Market research-Product and market orientation, Primary and secondary market research data (quantitative and qualitative) c) Limitations of market research, sample size and bias</p> <p>Market segmentation</p> <p>Market positioning</p> <p>Market mapping</p> <p>Competitive advantage of a product or service</p> <p>The purpose of product differentiation</p> <p>Adding value to products/services</p> <p>Demand and Supply Factors leading to a change in demand and Supply.</p> <p>The interaction of supply and demand</p> <p>drawing and interpretation of supply and demand diagrams to show the causes and consequences of price changes</p> <p>Price elasticity of demand and Income elasticity of demand</p>	<p>Teacher A Theme 1 The Marketing mix and strategy Product/Service-The Design mix: function, aesthetics, cost</p> <p>Changes in the elements of the design mix to reflect social trends: waste minimisation, recycling, ethical sourcing</p> <p>Promotion-Types of branding and benefits of strong branding: added value, ability to charge premium prices, reduced price elasticity of demand. How to build a brand: (USPs)/differentiation, advertising, sponsorship and the use of social media, viral marketing, emotional branding</p> <p>Pricing Strategies: cost plus (calculating mark-up on unit cost), skimming, penetration, predatory, competitive, psychological</p> <p>Factors that determine the appropriate pricing strategy: Changes in pricing to reflect social trends: online sales, price comparison sites</p> <p>Place-Distribution channels</p> <p>Changes in distribution to reflect social trends: online distribution, changing from product to service</p> <p>Marketing strategy</p>	<p>Teacher A Theme 1 Different Approaches to staffing</p> <p>Individual and collective methods and approaches such as flexible working, Outsourcing.</p> <p>Recruitment, selection and training-the costs and benefits of different methods such as internal v external recruitment</p> <p>Organisation design-Key features and terminology e.g. span of Control, Hierarchy, and chain of Command. Strengths and weaknesses of different models e.g. Tall V Flat</p> <p>Managing people</p> <p>Motivation in theory and practice</p> <p>Importance of motivation</p> <p>Motivation theories: Taylor, Mayo, Maslow, Herzberg</p> <p>Financial and non-financial incentives.</p> <p>Leadership</p> <p>Management and leadership</p> <p>Types/methods-Autocratic, democratic, Paternalistic, Laissez Faire. Links between leadership and motivation</p>	<p>Teacher A Theme 1 The Role of an entrepreneur</p> <p>What entrepreneurs do</p> <p>Problems and barriers they face</p> <p>Entrepreneurial motives and characteristics</p> <p>Characteristics and skills</p> <p>Motivations for becoming an entrepreneur</p> <p>Business choices</p> <p>Opportunity costs, choices and trade offs</p> <p>Moving from entrepreneur to leader</p> <p>Business objectives</p> <p>Survival</p> <p>Profit maximisation</p> <p>Other objectives: sales maximisation</p> <p>market share</p> <p>cost efficiency</p> <p>employee welfare</p> <p>customer satisfaction</p> <p>social objectives</p> <p>Forms of business</p> <p>Legal organisation and features</p> <p>The factors that lead to these forms</p>

	and Calculation, interpretation and factors influencing of price/income elasticity of demand	Product life cycle, Extension strategies: Boston Matrix and the strategies appropriate for different types of market: mass markets, niche markets, business to business (B2B) and business to consumer (B2C) marketing Consumer behaviour – how businesses develop customer loyalty		
YR 12 BUS	Teacher B Theme 2 Resource Management Production Productivity Efficiency Capacity Utilisation Stock Control Quality Management	Teacher B Theme 2 Sales Forecasting Revenue Different types of costs – Fixed, variable and total costs Profit Break-even Calculation of sales revenue Calculation of fixed and variable cost; Using the contribution method to calculate break-even Interpretation of a break-even chart Uses and limitations of breakeven <i>NB-Sales forecasting and break-even will require a good understanding of mathematical concepts where quantitative skills will be developed involving percentages and working out various costs and profits</i> <i>NB-Sales forecasting and break-even will require a good understanding of mathematical concepts where quantitative skills will be developed involving percentages and working out various costs and profits</i> Budgets Purpose and types of Variance analysis, Difficulties of budgeting	Teacher B Theme 2 Legislation Different areas of businesses affected by legislation a) The effects on businesses of: b) consumer protection c) employee protection d) environmental protection e) competition policy f) health and safety Finance Internal and External Sources of Finance, Sources and methods of finance Business planning Relevance of a business plan in obtaining finance Cash-flow Interpretation of a simple cash-flow forecast and calculations based on changes in the cash-flow variables Use and limitations of cash-flow forecasts NB Cash flow will require a good understanding of mathematical concepts where quantitative skills will be used to calculate opening	Teacher B Theme 2 Profit Statement of comprehensive income (profit and loss account) – introduction and key features Calculation of: gross profit, operating profit, profit for the year (net profit) measuring profitability: calculation of gross profit margin, operating profit margin, and profit for the year (net profit) margin ways to improve profitability Liquidity Statement of financial position (balance sheet) – introduction to Working capital (link to cash) Statement of financial position (balance sheet): measuring liquidity: calculating current ratio and acid test ratio, ways to improve liquidity Business failure Internal and external causes of business failure: financial factors: link to cash, profit and liquidity Non-financial Economic influences Macroeconomic variables: inflation, exchange rates Economic policy: interest rates, taxation and government spending

			and closing balances of a cash flow forecast for each month	Legislation Different areas of businesses affected by legislation a) The effects on businesses of: b) consumer protection c) employee protection d) environmental protection e) competition policy f) health and safety
YR 12 BUS	Assessment Baseline assessments low stakes in sept/oct Exam Question on Batch Production – (12) Marks (Whittaker's) Exam Question on Quality Management – (12) (Jaguar) Test on theme 1 human resources Test on Production	Assessment Exam Question-Theme 1-Motivation case study (12) Theme 1-end of term test Exam Question – Sales Revenue (20) Theme 2 Test – Break –Even and Profit Exam Question on Exchange Rates (12)	Assessment Exam questions-Theme 1 Elasticity (12) Exam question – Theme 2 Case Study – Prince Hospitality (12)	Assessment Theme 1 Marketing mix extended written assignment (20) Exam Question – Theme 2 Business Failure (20) Year 12 –end of year high stakes exam Paper 1 and Paper 2 Summer Examinations

YR 13	Sept/Oct	Oct-Dec	Jan-Feb	Feb-May
YR 13 BUS	<p>Teacher A: Theme 4 Global Business</p> <p>Globalisation Factors contributing to increased globalisation</p> <p>Growing economies Measurements of different economies and economic performance Gross Domestic Product (GDP) per capita, literacy</p> <p>Health, the Human Development Index (HDI)</p> <p>Business opportunities</p> <p>International trade and business growth Exports and imports, Specialisation of economies and business, Business growth via trade</p> <p>Protectionism: Threats posed to economies and businesses and reactions to these</p> <p>Trading blocs-EU, NAFTA, ASEAN: A reaction to protectionism between countries</p> <p>Opportunities and threats to businesses</p> <p>Conditions that prompt trade</p> <p>Push and pull factors for businesses</p> <p>Assessment of a country as a market</p> <p>Assessment of a country as a production location</p>	<p>Teacher A: Theme 4 Global Business</p> <p>Reasons for global mergers or joint ventures</p> <p>Global competitiveness</p> <p>Exchange rates, Skills shortages, Cost and product differentiation</p> <p>Global Marketing</p> <p>On a global scale</p> <p>Strategic choices for different markets, global localisation (glocalisation), domestic/ethnocentric, mixed/geocentric</p> <p>International/polycentric</p> <p>Application and adaptation of the marketing mix (4Ps), Ansoff's Matrix to global markets</p>	<p>Teacher A: Theme 4 Global Business</p> <p>Cultural diversity: Features of global niche markets Application and adaptation of the marketing mix (4Ps) to suit global niches</p> <p>Cultural/social Factors: cultural differences different tastes, language unintended meanings inappropriate/inaccurate translations, inappropriate branding and promotion</p> <p>Impact of MNCs on the local economy: local labour, wages, working conditions and job</p> <p>Creation, local businesses, the local community and environment</p> <p>Impact of MNCs on the national economy:</p> <p>Controlling MNCs</p> <p>political influence, legal control pressure groups and social media</p> <p>Ethics</p> <p><i>Stakeholder conflicts and corporate Social responsibility (overlap with Theme 3)</i></p> <p>Pay and working conditions</p> <p>Environmental considerations:</p> <p>Supply chain considerations: exploitation of labour, child labour, marketing considerations: misleading product labelling, inappropriate promotional activities</p>	<p>Teacher A:</p> <p>Focus on synoptic research and preparing students for theme three synoptic paper theme/industry Pre release and general revision and post mock exam practice.</p> <p>Synoptic theme issued in November of yr 13</p> <p>Plus assist with teaching theme 3</p> <p>Human resources</p> <p>Quantitative measures of HR performance</p>

YR 13 BUS	<p>Teacher B Theme 3</p> <p>Corporate objectives Development and levels, Critical appraisal of these and their presentation</p> <p>Corporate strategy-Porters strategic model and Kays model of distinctive capabilities Ansoff Matrix- Strategic and tactical decisions. SWOT analysis Impact of external influences PESTLE analysis Impact of external influences</p> <p>The competitive environment Growth-How and why businesses grow and the Problems of growth</p> <p>Non-organic growth-Mergers and takeovers</p> <p>Reasons, Different categories/directions</p> <p>Organic growth</p> <p>Compare and contrast with mergers and takeovers, and reasons for staying small</p> <p>Reasons for staying small</p> <p>Links to new, highly competitive markets. To avoid diseconomies of scale</p>	<p>Teacher B Theme 3</p> <p>Decision Making techniques</p> <p>Quantitative sales forecasting</p> <p>Times series analysis calculations Uses and limitations of quantitative sales forecasting</p> <p>Investment appraisal-Methods, calculation and interpretation Uses and limitations</p> <p>Decision trees-Construction and interpretation Uses and limitations</p> <p>Critical Path Analysis</p> <p>Completion and interpretation Uses and limitations</p> <p>NB <i>Decision making techniques will require a good understanding of mathematical concepts where quantitative skills will be used involving some complex calculations and formulas</i></p>	<p>Teacher B Theme 3</p> <p>Corporate influences</p> <p>The timescales on which businesses work Influences on decision-making</p> <p>Shareholders versus stakeholders</p> <p>Examples of stakeholders and their objectives Influences on business objectives Conflicts between stakeholders and stakeholders and the business</p> <p>Corporate culture</p> <p>How culture is formed in relation to objectives, ethics, etc. Categorising culture and assessing its strength</p>	<p>Teacher B Theme 3</p> <p>Business ethics</p> <p>Trade-offs between profit and ethics and how this relates to objectives</p> <p>Interpretation of financial statements</p> <p>Statement of comprehensive income (profit and loss account) and statement of financial position (balance sheet) Stakeholder interest</p> <p>Ratio analysis</p> <p>Calculation and interpretation Uses and limitations</p> <p>NB <i>Interpretation of financial statements will require a good understanding of mathematical concepts where quantitative skills will be used to calculate various complex ratios to assess the performance of a business</i></p> <p>Key factors in change: Link to topics covered within this theme</p> <p>Scenario planning</p> <p>Planning to reduce risk</p>
YR 13 BUS	<p>Assessment</p> <p>Case study q on MNC's growth (12) Brexit themed extended response (20) Exam Question on Business Objectives (20) Unilver Exam Question on Swot (20) Tescos</p> <p>Exam question on mergers (12) Pfizer</p>	<p>Assessment</p> <p>Year 13 first set of mocks one-two 90 minute exams-high stakes</p> <p>Paper 1 test Test on decision making techniques</p> <p>Question on Investment Appraisal (10) Chocolatiers</p>	<p>Assessment</p> <p>Exam Question on culture (10) Yahoo</p>	<p>Assessment</p> <p>Year 13 Business re mocks paper 1 and 2 re Mocks-2 2 hour high stakes assesments</p> <p>Theme 3 Test – Calculation Paper 1 and 2 Re-mocks Paper 3 synoptic themed mock exam in april Exam Question on change (12) Debenhams</p> <p>A Level Business Examination</p>

