

## Curriculum Map A level Business

	Sept/Oct	Oct-Dec	Jan-Feb	Feb-June
<b>YR 12 BUS</b>	<p><b>Teacher A Theme 1 Meeting Customer Needs</b></p> <p><b>The Market</b>-understanding Mass markets niche markets and Dynamic markets, how markets change, innovation and market growth. The difference between risk and uncertainty</p> <p><b>Market research</b>-Product and market orientation, Primary and secondary market research data (quantitative and qualitative) c) Limitations of market research, sample size and bias</p> <p><b>Market segmentation</b></p> <p><b>Market positioning</b></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><b>The interaction of supply and demand</b></p> <p>drawing and interpretation of supply and demand diagrams to show the causes and consequences of price changes</p> <p><b>Price elasticity of demand and Income elasticity of demand</b></p>	<p><b>Teacher A Theme 1 The Marketing mix and strategy Product/Service</b>-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><b>Promotion</b>-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><b>Pricing Strategies:</b> 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><b>Place-Distribution channels</b></p> <p>Changes in distribution to reflect social trends: online distribution, changing from product to service</p> <p><b>Marketing strategy</b></p>	<p><b>Teacher A Theme 1 Different Approaches to staffing</b></p> <p>Individual and collective methods and approaches such as flexible working, Outsourcing.</p> <p><b>Recruitment, selection and training</b>-the costs and benefits of different methods such as internal v external recruitment</p> <p><b>Organisation design</b>-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><b>Managing people</b></p> <p><b>Motivation in theory and practice</b></p> <p>Importance of motivation</p> <p>Motivation theories: Taylor, Mayo, Maslow, Herzberg</p> <p>Financial and non-financial incentives.</p> <p><b>Leadership</b></p> <p>Management and leadership</p> <p>Types/methods-Autocratic, democratic, Paternalistic, Laissez Faire. Links between leadership and motivation</p>	<p><b>Teacher A Theme 1</b></p> <p><b>The Role of an entrepreneur</b></p> <p>What entrepreneurs do</p> <p>Problems and barriers they face</p> <p><b>Entrepreneurial motives and characteristics</b></p> <p>Characteristics and skills</p> <p>Motivations for becoming an entrepreneur</p> <p><b>Business choices</b></p> <p>Opportunity costs, choices and trade offs</p> <p><b>Moving from entrepreneur to leader</b></p> <p><b>Business objectives</b></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><b>Forms of business</b></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		
<b>YR 12 BUS</b>	<b>Teacher B Theme 2</b>  Resource Management Production Productivity Efficiency Capacity Utilisation Stock Control Quality Management	<b>Teacher B Theme 2</b>  <b>Sales Forecasting</b> Revenue Different types of costs – Fixed, variable and total costs Profit <b>Break-even</b> 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><b>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</b></i>  <i><b>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</b></i>  <b>Budgets</b> Purpose and types of Variance analysis, Difficulties of budgeting	<b>Teacher B Theme 2</b>  <b>Legislation</b> 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 <b>Finance</b> Internal and External Sources of Finance, Sources and methods of finance  <b>Business planning</b> Relevance of a business plan in obtaining finance  <b>Cash-flow</b> Interpretation of a simple cash-flow forecast and calculations based on changes in the cash-flow variables  Use and limitations of cash-flow forecasts  <b>NB</b> Cash flow will require a good understanding of mathematical concepts where quantitative skills will be used to calculate opening	<b>Teacher B Theme 2</b>  <b>Profit</b> 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  <b>Liquidity</b> 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  <b>Business failure</b> Internal and external causes of business failure: financial factors: link to cash, profit and liquidity Non-financial  <b>Economic influences</b>  Macroeconomic variables: inflation, exchange rates Economic policy: interest rates, taxation and government spending

			<i>and closing balances of a cash flow forecast for each month</i>	<b>Legislation</b> 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
<b>YR 12 BUS</b>	<b>Assessment</b> Baseline assessments low stakes in sept/oct	<b>Assessment</b> Theme 1 Marketing mix extended written assign Exam Question – Sales Revenue (20)	<b>Assessment</b> January Theme 1 and 2 assessments	<b>Assessment</b> Test on theme 1 human resources Exam Question – Theme 2 Business Failure (20) Year 12 –end of year high stakes exam Paper 1 and Paper 2 Summer Examinations
<b>YR 13</b>	<b>Sept/Oct</b>	<b>Oct-Dec</b>	<b>Jan-Feb</b>	<b>Feb-May</b>
	<b>Teacher A: Theme 4</b>	<b>Teacher A: Theme 4</b>	<b>Teacher A: Theme 4</b>	<b>Teacher A:</b>

<p><b>YR 13 BUS</b></p>	<p><b>Global Business</b></p> <p><b>Globalisation</b> Factors contributing to increased globalisation</p> <p><b>Growing economies</b> Measurements of different economies and economic performance Gross Domestic Product (GDP) per capita, literacy Health, the Human Development Index (HDI) Business opportunities</p> <p><b>International trade and business growth</b> Exports and imports, Specialisation of economies and business, Business growth via trade</p> <p><b>Protectionism:</b> Threats posed to economies and businesses and reactions to these</p> <p><b>Trading blocs-EU, NAFTA, ASEAN:</b> A reaction to protectionism between countries Opportunities and threats to businesses</p> <p><b>Conditions that prompt trade</b> Push and pull factors for businesses</p> <p><b>Assessment of a country as a market</b></p> <p><b>Assessment of a country as a production location</b></p>	<p><b>Global Business</b></p> <p><b>Reasons for global mergers or joint ventures</b></p> <p><b>Global competitiveness</b> Exchange rates, Skills shortages, Cost and product differentiation</p> <p><b>Global Marketing</b> On a global scale Strategic choices for different markets, global localisation (glocalisation), domestic/ethnocentric, mixed/geocentric International/polycentric Application and adaptation of the marketing mix (4Ps), Ansoff's Matrix to global markets</p>	<p><b>Global Business</b></p> <p>Cultural diversity: Features of global niche markets Application and adaptation of the marketing mix (4Ps) to suit global niches</p> <p><b>Cultural/social Factors:</b> cultural differences different tastes, language unintended meanings inappropriate/inaccurate translations, inappropriate branding and promotion</p> <p><b>Impact of MNCs on the local economy:</b> local labour, wages, working conditions and job Creation, local businesses, the local community and environment Impact of MNCs on the national economy:</p> <p><b>Controlling MNCs</b> political influence, legal control pressure groups and social media</p> <p><b>Ethics</b> <i>Stakeholder conflicts and corporate Social responsibility (overlap with Theme 3)</i> Pay and working conditions Environmental considerations: Supply chain considerations: exploitation of labour, child labour, marketing considerations: misleading product labelling, inappropriate promotional activities</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><b>Human resources</b> Quantitative measures of HR performance</p>
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<p><b>YR 13 BUS</b></p>	<p><b>Teacher B Theme 3</b></p> <p><b>Corporate objectives</b> Development and levels, Critical appraisal of these and their presentation</p> <p><b>Corporate strategy</b>-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><b>The competitive environment</b> Growth-How and why businesses grow and the Problems of growth</p> <p><b>Non-organic growth-Mergers and takeovers</b></p> <p>Reasons, Different categories/directions</p> <p><b>Organic growth</b></p> <p>Compare and contrast with mergers and takeovers, and reasons for staying small</p> <p><b>Reasons for staying small</b></p> <p>Links to new, highly competitive markets. To avoid diseconomies of scale</p>	<p><b>Teacher B Theme 3</b></p> <p><b>Decision Making techniques</b></p> <p><b>Quantitative sales forecasting</b> Times series analysis calculations Uses and limitations of quantitative sales forecasting</p> <p><b>Investment appraisal</b>-Methods, calculation and interpretation Uses and limitations</p> <p><b>Decision trees</b>-Construction and interpretation Uses and limitations</p> <p><b>Critical Path Analysis</b> Completion and interpretation Uses and limitations</p> <p><b>NB</b> <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><b>Teacher B Theme 3</b></p> <p><b>Corporate influences</b> The timescales on which businesses work Influences on decision-making</p> <p><b>Shareholders versus stakeholders</b> Examples of stakeholders and their objectives Influences on business objectives Conflicts between stakeholders and stakeholders and the business</p> <p><b>Corporate culture</b> How culture is formed in relation to objectives, ethics, etc. Categorising culture and assessing its strength</p>	<p><b>Teacher B Theme 3</b></p> <p><b>Business ethics</b> Trade-offs between profit and ethics and how this relates to objectives</p> <p><b>Interpretation of financial statements</b> Statement of comprehensive income (profit and loss account) and statement of financial position (balance sheet) Stakeholder interest</p> <p><b>Ratio analysis</b> Calculation and interpretation Uses and limitations</p> <p><i>NB 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><b>Key factors in change:</b> Link to topics covered within this theme</p> <p><b>Scenario planning</b> Planning to reduce risk</p>
<p><b>YR 13 BUS</b></p>	<p><b>Assessment</b></p> <p>Case study/exam-based questions 12 or 20 markers on theme 3 and 4 content</p>	<p><b>Assessment</b></p> <p>Year 13 first set of mocks one-two 2.hour Papers</p>	<p><b>Assessment</b></p> <p>Questions on Investment Appraisal (10) Chocolatiers Theme 3 Test – Calculations</p>	<p><b>Assessment</b></p> <p>Year 13 Business re mocks paper 1 and 2 re Mocks-2 high stakes assessments</p> <p>Paper 1 and 2 Re-mocks Paper 3 synoptic themed mock exam questions in April/May</p> <p>Final A Level Business Examination</p>

