

BUSINESS TERM BY TERM CURRICULUM

[Specification link - Edexcel A Level Business](#)



January 2023

YEAR 12

TERM	Teacher 1 Theme 1 - Marketing and People Delivered via 1 x 1 hour 45 minute & 1 x 70-minute lesson per week	Teacher 2 Theme 2 – Managing business activities Delivered via 2 x 70-minute lessons per week
1	Introduction to the course Topic 1.1: Meeting customer needs <ul style="list-style-type: none"> • The market • Market research • Market positioning Topic 1.2: The market <ul style="list-style-type: none"> • Demand • Supply • Markets Assessment Point 1	Topic 2.1: Raising finance <ul style="list-style-type: none"> • Internal finance • External finance • Liability • Planning Assessment Point 1
2	Topic 1.2 continued <ul style="list-style-type: none"> • Price elasticity of demand • Income elasticity of demand Topic 1.3: Marketing mix and strategy <ul style="list-style-type: none"> • Product/service design • Branding and promotion • Pricing strategies 	Topic 2.2: Financial planning <ul style="list-style-type: none"> • Sales forecasting • Sales, revenue and costs • Break-even • Budgets
3	Topic 1.3 continued <ul style="list-style-type: none"> • Distribution • Marketing strategy Topic 1.5: Entrepreneurs and Leaders <ul style="list-style-type: none"> • Role of an entrepreneur • Entrepreneurial motives and characteristics • Business objectives • Forms of business • Business choices • Moving from entrepreneur to leader 	Topic 2.3 Managing finance <ul style="list-style-type: none"> • Profit • Liquidity • Business failure Topic 2.4 Resource management <ul style="list-style-type: none"> • Production, productivity and efficiency

4	<p>Assessment Point 2</p> <p>Topic 1.4: Managing people</p> <ul style="list-style-type: none"> • Approaches to staffing • Recruitment, selection and training • Organisational design 	<p>Assessment Point 2</p> <p>Topic 2.4 continued</p> <ul style="list-style-type: none"> • Capacity utilisation • Stock control • Quality management
5	<p>Topic 1.4: Continued</p> <ul style="list-style-type: none"> • Motivation in theory and practice • Leadership <p>Revision/preparation for mocks Mock exams</p>	<p>Topic 2.5 External influences</p> <ul style="list-style-type: none"> • Economic influences • Legislation • The competitive environment <p>Revision/preparation for mocks Mock exams</p>
6	<p>Mock exams</p> <p>Topic 4.1: Globalisation</p> <ul style="list-style-type: none"> • Growing economies 	<p>Mock exams</p> <p>Topic 3.1: Business objectives and strategy</p> <ul style="list-style-type: none"> • Corporate objectives • Theories of corporate strategy • SWOT analysis • Impact of external influences

YEAR 13

TERM	<p>Teacher 1 Theme 4 – Global business</p> <p>Delivered via 1 x 1 hour 45 minute & 1 x 70-minute lesson per week</p>	<p>Teacher 2 Theme 3 – Business decisions and strategy</p> <p>Delivered via 2 x 70-minute lessons per week</p>
1	<p>Topic 4.1 continued</p> <ul style="list-style-type: none"> • International trade and business growth • Factors contributing to increased globalisation • Protectionism • Trading blocs 	<p>Topic 3.2: Business growth</p> <ul style="list-style-type: none"> • Growth • Mergers and takeovers • Organic growth • Reasons for staying small
2	<p>Assessment Point 1</p> <p>Topic 4.2: global markets and business expansion</p> <ul style="list-style-type: none"> • Conditions that prompt trade • Assessment of a country as a market • Assessment of a country as a production location • Reasons for global mergers and joint ventures • Global competitiveness 	<p>Assessment Point 1</p> <p>Topic 3.3 Decision making techniques</p> <ul style="list-style-type: none"> • Quantitative sales forecasting • Investment appraisal • Decision trees • Critical path analysis

3	<p>Topic 4.3: Global marketing</p> <ul style="list-style-type: none"> • Marketing • Niche markets • Cultural/social factors <p>Topic 4.4: Global industries and companies</p> <ul style="list-style-type: none"> • The impact of MNCs • Ethics • Controlling MNC's <p>Mock exams</p>	<p>Topic 3.4: Influences on business decisions</p> <ul style="list-style-type: none"> • Corporate influences • Corporate culture • Shareholders vs stakeholders • Business ethics <p>Topic 3.5: Assessing competitiveness</p> <ul style="list-style-type: none"> • Interpretation of financial statements <p>Mock exams</p>
4	<p>Research and preparation for paper 3: synoptic paper with pre-release research theme</p>	<p>Topic 3.5 continued:</p> <ul style="list-style-type: none"> • Ratio analysis • Human resources <p>Topic 3.6 Managing change</p> <ul style="list-style-type: none"> • Causes and effects of change • Key factors in change • Scenario planning
5	<p>Revision for final exams Final Exams</p>	
6	<p>Final Exams</p>	