

BUSINESS TERM BY TERM CURRICULUM

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



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 • The market • Market research • Market positioning Topic 1.2: The market • Demand • Supply • Markets	Topic 2.1: Raising finance • Internal finance • External finance • Liability • Planning
2	Topic 1.2 continued • Price elasticity of demand • Income elasticity of demand Topic 1.3: Marketing mix and strategy • Product/service design • Branding and promotion • Pricing strategies	Topic 2.2: Financial planning • Sales forecasting • Sales, revenue and costs • Break-even • Budgets
3	Assessment Point 1 Topic 1.3 continued • Distribution • Marketing strategy Topic 1.5: Entrepreneurs and Leaders • Role of an entrepreneur • Entrepreneurial motives and characteristics • Business objectives • Forms of business • Business choices • Moving from entrepreneur to leader	Assessment Point 1 Topic 2.3 Managing finance • Profit • Liquidity • Business failure Topic 2.4 Resource management • Production, productivity and efficiency

4	Topic 1.4: Managing people • Approaches to staffing • Recruitment, selection and training • Organisational design	Topic 2.4 continued • Capacity utilisation • Stock control • Quality management
5	Topic 1.4: Continued • Motivation in theory and practice • Leadership Revision/preparation for mocks Mock exams	Topic 2.5 External influences • Economic influences • Legislation • The competitive environment Revision/preparation for mocks Mock exams
6	Mock exams Topic 4.1: Globalisation • Growing economies	Mock exams Topic 3.1: Business objectives and strategy • Corporate objectives • Theories of corporate strategy • SWOT analysis • Impact of external influences

YEAR 13

TERM	Teacher 1 Theme 4 – Global business Delivered via 1 x 1 hour 45 minute & 1 x 70-minute lesson per week	Teacher 2 Theme 3 – Business decisions and strategy Delivered via 2 x 70-minute lessons per week
1	Topic 4.1 continued • International trade and business growth • Factors contributing to increased globalisation • Protectionism • Trading blocs	Topic 3.2: Business growth • Growth • Mergers and takeovers • Organic growth • Reasons for staying small
2	Assessment Point 1 Topic 4.2: global markets and business expansion • 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	Assessment Point 1 Topic 3.3 Decision making techniques • Quantitative sales forecasting • Investment appraisal • Decision trees • Critical path analysis

3	Topic 4.3: Global marketing • Marketing • Niche markets • Cultural/social factors Topic 4.4: Global industries and companies • The impact of MNCs • Ethics • Controlling MNC's Mock exams	Topic 3.4: Influences on business decisions • Corporate influences • Corporate culture • Shareholders vs stakeholders • Business ethics Topic 3.5: Assessing competitiveness • Interpretation of financial statements Mock exams
4	Research and preparation for paper 3: synoptic paper with pre-release research theme	Topic 3.5 continued: • Ratio analysis • Human resources Topic 3.6 Managing change • Causes and effects of change • Key factors in change • Scenario planning
5	Revision for final exams Final Exams	
6	Final Exams	