

BUSINESS TERM BY TERM CURRICULUM

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



September 2024

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</p> <p>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</p> <p>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	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	<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</p> <p>Final Exams</p>	
6	<p>Final Exams</p>	