



SUBJECT: A-level Business

Key Stage 5 Curriculum Content – 2017/18

	<u>Year 12</u>	<u>Year 13</u>
<u>HT1</u>	Meeting customer needs & Market forces <ul style="list-style-type: none"> • The Market & Market Research • Market positioning • Markets • Supply & Demand • Price & income elasticity • Business objectives • Business choices • Forms of business 	Business objectives and strategy (cont'd) <ul style="list-style-type: none"> • SWOT analysis Business growth <ul style="list-style-type: none"> • Growth • Mergers and takeovers • Organic growth • Reasons for staying small Decision-making techniques <ul style="list-style-type: none"> • Quantitative sales forecasting • Investment appraisal • Decision trees • Critical path analysis
<u>HT2</u>	Marketing mix and strategy <ul style="list-style-type: none"> • Product/service design • Branding & promotion Pricing strategies • Distribution • Marketing strategy Managing people <ul style="list-style-type: none"> • Approaches to staffing • Recruitment, selection & training • Organisational design 	Influences on business decisions <ul style="list-style-type: none"> • Corporate influences • Corporate culture • Shareholders v. stakeholders • Business ethics Assessing competitiveness <ul style="list-style-type: none"> • Interpreting financial statements • Ratio analysis • Human resources Managing change <ul style="list-style-type: none"> • Causes and effects of change • Key factors in change • Scenario planning
<u>HT3</u>	Managing people <ul style="list-style-type: none"> • Motivation theory and practice • Leadership Entrepreneurs & Leaders <ul style="list-style-type: none"> • Role of the entrepreneur • Entrepreneurial motives & characteristics • Moving from entrepreneur to leader 	Globalisation <ul style="list-style-type: none"> • Growing economies • International trade and business growth • Factors contributing to globalisation • Protectionism • Trading blocs Global marketing <ul style="list-style-type: none"> • Marketing • Niche markets • Cultural / social factors
<u>HT4</u>	Raising finance <ul style="list-style-type: none"> • Internal and external finance 	Global markets and business expansion <ul style="list-style-type: none"> • Conditions that prompt trade

	<ul style="list-style-type: none"> • Liability • Planning <p>Financial planning</p> <ul style="list-style-type: none"> • Sales forecasting • Sales, revenues and costs • Break-even • Budgets 	<ul style="list-style-type: none"> • Assessment of a country as a market • Assessment of a country as a production location • Reasons for global mergers or joint ventures • Global competitiveness <p>Global industries and companies</p> <ul style="list-style-type: none"> • The impact of MNCs • Ethics • Controlling MNCs
<u>HT5</u>	<p>Managing finance</p> <ul style="list-style-type: none"> • Profit • Liquidity • Business failure <p>Resource management</p> <ul style="list-style-type: none"> • Production, productivity and efficiency • Capacity utilisation • Stock control • Quality management 	Exam preparation and revision
<u>HT6</u>	<p>External influences</p> <ul style="list-style-type: none"> • Economic influences • Legislation • The competitive environment <p>Business objectives and strategy</p> <ul style="list-style-type: none"> • Corporate objectives • Theories of corporate strategy • Impact of external influences 	