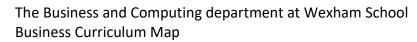




Term	Year 10	Year 11	Year 12	Year 13
Autumn 1	Theme 1 - investigating small business	Theme 2 - building a business	Theme 1 – Marketing and People	Theme 3 – Business decisions and
	Enterprise and Entrepreneurship	Business Growth and external	 Entrepreneurs and Leaders 	strategy
	The dynamic nature of business – why and	influences on business		 Decision making techniques
	how new business ideas come about	Methods of growth and their impact		
	The impact of Risk and reward on business	Changes in aims and objectives as	Theme 2 – Managing Business activities	Theme 4 – Global Business
	activity	businesses grow	 Raising finance 	 Globalisation
	The role of business enterprise	Recap from Year 10 – sources		
	The role of entrepreneurship	Business and globalization		Students will also complete a research
	Identifying and understanding customer	Ethics and business		task activity that is set by the Exam
	needs	Environment and business		board and forms part of A Level Paper 3
	Market research			examination.
Autumn 2	Making marketing decisions	Making operational decisions	Theme 1 - The market	Theme 3 - Business objectives and
	How businesses use market segmentation	Purpose of business operations		strategy
	to target customers	Methods of production		
	Market mapping to identify gaps in the	Technology in production	Theme 2 - Financial Planning	Theme 4 - Globalisation continued and
	market	Managing stock	_	Global markets and business expansion
	The competitive environment	The role of procurement		
	The marketing Mix and the importance of	Managing quality and its importance		
	each element (Price, Product, Promotion,	The sales process and its link to		
	Place)	customer services		
	The impact of competition, changing			
	customer needs and technology in			
	marketing mix decision			
Spring 1	Putting a business idea into practice	Making human resource decisions	Theme 1 - Meeting Customer Needs,	Theme 3 - Business growth and
	Business aims and objectives	Different organisational structures	Marketing mix and strategy	influences on decision making
	Business revenues, costs and profit	Importance of effective		
	Break Even analysis	communication	Theme 2 - Managing finance	Theme 4 - Global Marketing, Global
	Calculating interest	Different ways of working		Industries and Multinational
	Introduction to cash and cash flow	Effective recruitment – Different job		Corporations
		roles and the recruitment process		'
		Effective training and development –		
		How and Why		
		Employee Motivation and why it is		
		important		
		F		





Spring 2	Putting a business idea into practice continued Calculation and interpretation of Cash flow forecasts Importance of cash Sources of business finance for stat up and for growth Business calculations Measuring and Understanding business performance Business calculations for Gross/Net profit and margins Business calculations – percentages and	Making human resource decisions continued Effective recruitment – Different job roles and the recruitment process Effective training and development – How and Why Employee Motivation and why it is important	Theme 1 - Marketing mix and strategy Theme 2 - Resource Management	Theme 3 - Assessing competitiveness and managing change Students also begin work on the Research Task Released by the examination board each year. Application and consolidation of all learning (Themes 1-4) that links to the research task
Summer 1	Making the business effective The options for business ownership structures The concept of limited and unlimited liability Franchising Factors influencing business location The role and importance of a business plan	Recall of knowledge taught in both years (all topics)	Theme 1 - Managing People Theme 2 - External influences on business	Consolidate all learning and exam practice for all of Theme 3 and 4 Synoptic practice for paper 3 Exam practice – can now practice whole A level exam papers 1, 2 and 3
Summer 2	External influences on business Stakeholders Technology and business Legislation and business The economy and business External influences on business		Consolidation of All topics taught so far in both Theme 1 and 2 Practice whole examination papers on Theme 1 and Theme 2	