

Curriculum Map 2021/2023 – Edexcel GCE A Level Business

Year 12

To support our students to develop academic, enterprise and employability skills in Business Studies and enable them to successfully achieve chosen Higher Education and career pathways.

Dates	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Themes	Theme 1 – Marketing and People		Theme 1- Marketing and People / Theme 2 – Managing Business Activities			
Content: Students will learn	1.1 Meeting Customers' Needs 1.1.1 <u>The Market</u> – Mass, Niche, and Dynamic markets and the impact of competition. Difference between risk and uncertainty. 1.1.2 <u>Market Research</u> - Product and market orientation; Primary and secondary research; Use of ICT; Market segmentation 1.1.2 <u>Market Position</u> - Market mapping; Competitive advantage; Differentiation; Adding value. 1.2 Market 1.2.1 <u>Demand</u> – Factors leading to change in demand; Compiling and interpreting graphs. 1.2.2 <u>Supply</u> – Factors leading to change in supply; Compiling and interpreting graphs. 1.2.3 <u>Markets</u> – Interaction of supply and demand; Market equilibrium; Compiling and interpreting graphs.	1.3 Marketing Mix and Strategy 1.3.1 <u>-Product/Service/Design</u> – The Design Mix; Changes and impact of social trends and ethics. 1.3.2 <u>Branding and Promotion</u> – The Promotional Mix; Branding – benefits and methods to build, including the role of social media. 1.3.3 <u>Pricing Strategies</u> – Types of, factors that influence and changes to reflect social trends. 1.3.4 <u>Distribution</u> – Distribution channels; Changes to reflect social trends. 1.3.5 <u>Marketing Strategy</u> – The Product Life Cycle; Extension strategies; Boston Matrix; Strategies for different types of markets (niche, mass, B2B/B2C); Developing customer loyalty.	1.4 Managing People 1.4.1 <u>Approaches to staffing</u> – Staff as an asset; a flexible workforce; dismissals/ redundancy; Employer/ employee relationships. 1.4.2 <u>Recruitment, Selection and Training</u> – Recruitment and selection process; types of training. 1.4.3 <u>Organisational design</u> – Structures; types of structures; the impact of structures on efficiency and motivation. 1.4.4 <u>Motivation in Theory and Practice</u> – motivation theories, Financial and Non-financial incentives to improve performance 1.4.5 – <u>Leadership</u> – the distinction between leadership and management; types of leadership styles. 1.5 Entrepreneurs and Leaders 1.5.1 <u>Role of an Entrepreneur</u> – creating/setting up a business; running and expanding/developing a business; the role of innovation (intrapreneurship); barriers to, anticipating risk and uncertainty.	2.1 Raising Finance 2.1.1 <u>Internal Finance</u> – Owner's capital/savings; Retained profit; Sales of assets 2.1.2 <u>External Finance</u> – Sources of; methods of. 2.1.3 <u>Liability</u> – Implications of and choices for limited and unlimited liability. 2.1.4 <u>Planning</u> – Relevance of a business plan to obtain finance; Cash flow interpretations/calculations.	2.3 Managing Finance 2.3.1 <u>Profit</u> – Calculation of; Interpretation of income statements; Measuring profitability; The distinction between cash and profits; 2.3.2 <u>Liquidity</u> – Interpreting balance sheets; Measuring and methods to improve liquidity; Working capital and its management; The importance of cash. 2.3.3 <u>Business Failure</u> - Internal and external causes of failure, including both financial and non-financial factors.	2.5. External Influences 2.5.1 Economic Influences - The effect on business of the economic variables, including interest, inflation and exchange rates, taxation (fiscal) and government (monetary) spending; The Business Cycle and its impact on the business environment.

	<p>1.2.4 <u>Price Elasticity of Demand (PED)</u> – calculations, interpretation, factors and significance of PED.</p> <p>1.2.4 <u>Income of Elasticity of Demand (YED)</u> - calculations, interpretation, factors and significance of YED.</p>		<p>1.5.2 <u>Entrepreneurial Motives and Characteristics</u> – characteristics, skills and reasons why people become entrepreneurs.</p> <p>1.5.3 <u>Business Objectives</u> – Survival; Profit maximisation; Other objectives.</p> <p>1.5.4 <u>Forms of Business</u> – Types of ownership, including franchising, social enterprises, lifestyle and online businesses; Growth to PLC and stock market flotation.</p> <p>1.5.5 <u>Business Choices</u> – Opportunity cost; Choices and trade-offs.</p> <p>1.5.6 <u>Moving from Entrepreneur to Leader</u> – Barriers and methods.</p>	<p>2.2 Financial Planning</p> <p>2.2.1 <u>Sales Forecasting</u> – Purpose of, factors affecting and limitation of sales forecasting.</p> <p>2.2.2 <u>Sales, Revenue, Costs</u> - Calculation of volume, revenue, fixed and variable costs.</p> <p>2.2.3 <u>Break Even</u> – Contribution method; Break-even point; Margin of safety; Interpretation and limitations of break-even analysis.</p> <p>2.2.4 <u>Budgets</u> – Purpose and types of; Variance analysis; Interpretation and limitations.</p>	<p>2.4 Resource Management</p> <p>2.4.1 <u>Production, Productivity and Efficiency</u> – Methods of production; Measuring and assessing productivity and efficiency.</p> <p>2.4.2 <u>Capacity Utilisation</u> – Calculation of; Implications of under- or over-capacity; Methods to improve.</p> <p>2.4.4 <u>Quality Management</u> – Control versus Assurance; Methods to improve – Quality Circles, TQM, Kaizen and competitive advantages gained.</p>	<p>2.5.2 <u>Legislation</u> – Effects of consumer, environmental and employee protection; Competition policy; Health and safety.</p> <p>2.5.3 <u>The Competitive Environment</u> – Competition and market size.</p> <p>Preparation for Year 13</p> <p>3.1 Business Objectives and Strategy</p> <p>3.1.1 <u>Corporate Objectives</u> – Development and critical appraisal of mission and aims.</p> <p>3.1.3 <u>SWOT Analysis</u> – Assessing strengths, weaknesses, opportunities, threats to a business.</p>
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Year 13					
Dates	Autumn 3	Autumn 4 *	Spring 3	Spring 4	Summer 3 (end of April)
Themes	Theme 2 – Managing Business Activities Theme 3 – Business Decisions and Strategy		Theme 3 – Business Decisions and Strategy Theme 4 – Global Business		
	<p>3.1.2 <u>Theories of Corporate Strategy</u> – Development of corporate strategy including Ansoff; Porter’s Strategic Matrix; Product portfolio analysis; Competitive advantage and strategic/tactical decision on resources.</p> <p>3.1.4 <u>Impact of External influences</u> – including PESTLE; Changing environment: Porter’s Five Forces.</p> <p>3.2 Business Growth</p> <p>3.2.1 <u>Growth</u> – Objectives of; The problems that arise.</p> <p>3.2.2 <u>Mergers and Takeovers</u> – Reasons for; Distinction between the two; Horizontal and vertical integration; Risks and rewards.</p> <p>3.2.3 <u>Organic Growth</u> – Methods of; Advantages and disadvantages.</p> <p>3.2.4 <u>Reasons for Staying Small</u> – Micro/SME methods and ways to survive in competitive markets.</p> <p>3.3 Decision-making techniques</p>	<p>3.3.3 <u>Decision Trees</u> – Construction, interpretation and assessment of simple decision tree diagrams.</p> <p>3.3.4 <u>Critical Path Analysis</u> – Nature and purpose of, Completion and assessment.</p> <p>3.4 Influences on Business Decisions</p> <p>3.4.1 <u>Corporate Influences</u> – Short- versus long-termism. Evidence versus subjective decision-making.</p> <p>3.4.2 <u>Corporate Culture</u> – Strong and weak; Classification of company cultures; how it is formed and difficulties for change.</p> <p>3.4.3 <u>Shareholders versus Stakeholders</u> – Internal and external; Objectives and influences; Conflict and mapping.</p> <p>3.4.4 <u>Business Ethics</u> – Trade-offs between profit and ethics; Pay and rewards; Corporate Social Responsibility (CSR).</p> <p>3.5 Assessing Competitiveness</p> <p>3.5.1 <u>Interpretation of Financial Statements</u> – Key information and stakeholder interest in</p>	<p>3.5.3 <u>Human Resources</u> – Calculate and interpret labour productivity, turnover/retention and absenteeism; HRM strategies to improve the above.</p> <p>3.6 Managing Change</p> <p>3.6.1 <u>Causes and Effects of Change</u> - Including size, performance, ownership, transformational leadership, external factors.</p> <p>3.6.2 <u>Key Factors in Change</u> – Culture, size, time factors, resistance.</p> <p>3.6.3 <u>Scenario Planning</u> - Identifying key risks and contingency planning for risk mitigation.</p> <p>4.1 Globalisation</p> <p>4.1.1 <u>Growing Economies</u> – Growing rate compared to emerging economies; Growing economic power from Asia, Africa and other parts of the world.</p> <p>4.1.2 <u>International Trade and Business Growth</u> – Exports, imports, specialisation, foreign direct investment (FDI) and impact on competitive advantage.</p>	<p>4.2 Global Markets and Business Expansion</p> <p>4.2.1 <u>Conditions that Prompt Trade</u> – Push and pull factors; Offshoring and outsourcing; Links to extensions with the product life cycle.</p> <p>4.2.2 <u>Assessment of a Country as a Market</u> – Levels of disposable income; Ease of business operating; Infrastructure; Political stability; Exchange rates.</p> <p>4.2.3 <u>Assessment of a Country as a Production Location</u> – Costs of production; Skills force; Trade blocs, Government incentives, Political stability; Natural resources; Return on investment.</p> <p>4.2.4 <u>Reasons for Global Mergers or Joint Ventures</u> – Spreading risk globally; Entering new markets/trade blocs; Acquiring new brand names/patents; Securing resources/supplies; Maintaining / Increase global competitiveness.</p> <p>4.2.5 <u>Global Competitiveness</u> – The impact of changes in exchange rates; Competitive issues – cost, differentiation and skills shortages.</p>	<p>4.4. Global Industries</p> <p>4.4.1 <u>The impact of MNCS</u> – Impact on the local and national economy.</p> <p>4.4.2 <u>Ethics</u> – Stakeholder conflicts; Pay and working conditions; Environmental, supply chain and marketing considerations.</p> <p>4.4.3 <u>Controlling MNCs</u> – Political influences; Legal influence controls (including regulators); Pressure groups; Impact of social media.</p> <p>Revision and preparation for final examinations</p>

	<p>3.3.1 <u>Quantitative Sales Forecasting</u>- Calculation and interpretation of time-series analysis, scatter-graphs, extrapolation. Limitations of.</p> <p>3.3.2 <u>Investment Decision Appraisals</u> – Calculation of and assessing payback, Average rate or return, Net present value.</p>	<p>balance sheets and income statements.</p> <p>3.5.2 <u>Ratio Analysis</u> - Calculate, interpret and assess; Gearing, ROCE ratios.</p> <p>*Important Note Pre-released contextual document on Edexcel website in November, for essential preparation for Paper 3 covering all four Themes.</p>	<p>4.1.3 <u>Factors Contributing to Increased Globalisation</u> – Changing trade barriers/liberalisation; Political factors; Infrastructure costs; Increased investment slow (FDI); Migration and growth of the labour forces; Structural change.</p> <p>4.1.4 <u>Protectionism</u> - The role of tariffs, quotes and other trade barriers.</p> <p>4.1.5 <u>Trading Blocs</u> – Expansion of, including EU, ASEAN, NATFTA and the impact on business.</p>	<p>4.3 Global Marketing</p> <p>4.3.1 <u>Marketing</u> – global strategies and localisation (glocalisation); strategies to include – ethnocentric, geocentric, and poly centric; use of 4Ps and Ansoffs Matrix.</p> <p>4.3.2 <u>Niche Markets</u> – cultural diversity; use of 4Ps and Ansoff Matrix.</p> <p>4.3.3 <u>Cultural/Social Factors</u> – Considerations of cultural differences including taste, language, unintended messages, inappropriate communications (translations, branding and promotions).</p>	
Assessment	<p>Weekly Formative Assessments – classroom self- and peer- assessments. Independent Learning Tasks (tutor-assessed). End of Topic Summative Assessments – examination structure with Edexcel marking criteria and graded. Mock Examination – Summer Year 1, Autumn and Spring Year 2.</p>				
Skills: Students will be able to – Focus	<p>Develop competencies to access the Edexcel GCE A Level Business criteria. All students will be able to use the assessment objectives (A01, A02, A03, A04) effectively. Most students will develop higher-level quality of written communication and numeracy skills. All students will be able to access resources provided or undertake their own research and access business articles outside the classroom, to improve their confidence and understanding of the subject/context.</p>				
Skills: Students will be able to - Literacy/ Numeracy/ Other	<p>Literacy •Key terminology •Student discussion and presentation •Written and extended questions literacy •Key terminology •Student discussion and presentation</p> <p>•Written and extended questions •Quality of written communication for A Level criteria</p> <p>Numeracy •Business calculations: Variable Costs, Total Costs, Revenue, Profit, Break Even, Margin of Safety, Interest, Net Cash Flow, Opening and Closing Balances •Generic calculations: percentage and percentage changes, averages •Interpret and use quantitative data in business contexts/formal accounting documents to support, inform and justify business decisions: information from graphs and charts, profitability ratios (gross and net profit margin), financial data (profit & loss, average rate of return and cash flow forecasts, marketing data, market data including market share)</p> <p>Other •Preparing for the world of work •Economic awareness •Ethical and environmental awareness •Consideration of business and personal responsibility in the workplace •Cultural differences and the impact on business •Importance of adhering to the law in business and democracy •Problem-solving and decision-making skills</p> <p>• Analytical and evaluation skills including critical reasoning skills to appropriately assess business-related scenarios • Quantitative calculations in a business context</p> <p>• Research skills plus interpreting and use of quantitative data in a business context to support, inform and justify • Communication, leadership and interpersonal skills.</p>				
Links to Higher Education and Career Pathways:	<p>Students will gain the personal and academic skills to enter industry or apply for a Higher National Apprenticeship. Students will be able to choose their education and industry pathways through an understanding of careers and functions within a field such as Accounting, Human Resource Management, Project Management and Marketing. They will be able to study at Higher Education level to gain HNC/D or degree qualifications at university in a related subject.</p>				
Resources	<p>All students have hard and electronic copies of the Student Handbook as guidance for the course, resources for study and a checklist to assess their progress. Students have access to Google Classroom with resources/assessments to support independent study. Students are aware of the online and printed resources/assessments available to complement those provided by their teachers. This includes Edexcel’s A Level Business site (past papers, mark schemes and examiner’s reports), tutor2u, Seneca, Taking the Biz, S-Cool.</p>				

