

Vision summary/ Curriculum intent: A-Level Business

Week	Unit	Year 12 (JK)	Assessment	Homework	Unit	Year 12 (GB)	Assessment	Homework
1	Theme 1	1.1.1 The market Mass markets and niche markets Dynamic markets		Why did HMV fail investigation? Online retailing questions	Theme 1	1.4.1 Approaches to staffing		Research project staffing approaches
2		1.1.2 Market research Product vs market orientation Methods of research - uses / limitations Use of social media to carry out research	Controlled exam question (Hot Chip)	Kelloggs case study		Individual and collective methods and approaches		Research Staffing Approaches
3		1.1.2 Market segmentation 1.1.3 Market positioning		Market segmentation questions 8 mark question practice		1.4.2 Recruitment, selection and training		R and S Case Study
4		1.2.1 Demand & factors that influence 1.2.2 Supply & factors that influence	Controlled exam question	Housing market questions		Methods	Exam Question	
5		1.2.3 Interaction of Demand and Supply in markets in price determination		Graph drawing exercises - shifts in S&D		Costs and benefits		R and S Case Study
6		1.2.4 Price elasticity	Controlled exam question	Practice questions		1.4.3 Organisation design		Research Organisational Design
7		1.2.5 Income elasticity		Practice questions		Key features and terminology		Organisational Design Case Study
8		Half term assessment	Multiple choice Short / medium questions	Make corrections to test paper		Strengths and weaknesses of different models	Exam Question	
October								
9	Theme 1	1.3.1 Intro to the Marketing Mix Product & service design mix Social factors affecting the design mix		Investigation into how ethics shape the design mix	Theme 1	1.4.4 Motivation in theory and practice		Motivation CaseStudy
10		1.3.2 Branding & promotion - Sunny D case study Types of branding Developing brands	Controlled exam question			Importance of motivation		Research Motivation
11		1.3.2 Types of promotion Social factors affecting promotion		New types of branding case study		Motivation theories		Motivation CaseStudy
12		1.3.3 Pricing strategies Social factors affecting price	Controlled exam question	The impact of the Internet on pricing		Financial and non-financial incentives	Exam Question	
13		1.3.4 Place / distribution 1.3.5 Product life cycle				1.4.5 Leadership		Leadership Case Study
14		1.3.5 Boston Matrix Adapting marketing mix for mass / niche markets	Controlled exam question			Management and leadership		Research Management and Leadership
15		End of term assessment	Written test Key terms Short / medium questions	Revision Corrections to test		Types/methods-Links between leadership and motivation	Exam Question	
Christmas								

16	Theme 2	2.1.1 Internal finance 2.1.2 Methods and sources of external finance 2.1.3 Liability		Identifying appropriate forms of finance Internal finance question	Theme 1	1.5.1 Role of an entrepreneur		Entrepreneur Case Study Research
17		2.1.4 Business plans Cash flow forecasting - uses / limitations Difference between profit and cash	Controlled exam question	Business planning questions		What entrepreneurs do		Entrepreneur Case Study Research
18		2.2.1 Factors affecting sales forecasts 2.2.2 Calculation of revenue / fixed & variable costs		Sales forecasting assignment		Problems and barriers they face	Exam Question	
19		2.2.3 Break even analysis Uses & limitations	Controlled exam question	Break even practice questions		1.5.2 Entrepreneurial motives and characteristics		Motives Case Study
20		2.2.4 Budgetting - purpose and types Variance analysis		Marks & Spencer question		Characteristics and skills		Case Study Research on Motive and Characteristics of an entrepreneur
21		End of half- term assessment	Written test Key terms Short / medium questions	Revision Corrections to test		Motivations for becoming an entrepreneur	Exam Question	
February								
22	Theme 2	2.3.1 Income statement - key features Calculation of different profits / margins			Theme 1	1.5.6 Moving from entrepreneur to leader		Entrepreneur to Leader Case Study
23		2.3.2 Liquidity - financial position sheet Key features Working capital & liquidity ratios	Controlled exam question	Practice ratios		Challenges		Case Study Research on Challenges and Objectives
24		Consolidation of work on profitability and liquidity		Overview questions		1.5.3 Business objectives		Business Objectives case study
25		2.3.3 Financial & non financial reasons for business failure	Controlled exam question	Research task		Outline and examples of objectives	Exam Question	
26		2.4.1 Productivity & efficiency Methods of production		Comparison of productivity rates around the globe - numerical tasks		1.5.4 Forms of business		Research Case Study Business Forms
27		End of term assessment	Written test Key terms Short / medium questions	Revision Corrections to test		Legal organisation and features - The factors that lead to these forms	Exam Question	
Easter								
28	Theme 2	2.4.2 Capacity utilisation Implications and ways of improving		Calculations / exam questions	Theme 1	1.5.5 Business choices		Case Study Recap on Business Challenges and Choices
29		2.4.3 Stock control Interpretation of diagrams Just-in-time Lean production	Controlled exam question	Calculations / exam questions		Opportunity costs, choices and trade offs	Exam Question	
30		2.4.4 Approaches to quality management				Recap 1.4 and 1.5		Research 1.4 and 1.5
31				Questions on interest rates, inflation, exchange rates,		Recap 1.4 and 1.5		Research 1.4 and 1.5

32		2.5.1 Economic influences on business - inflation, interest, exchange rates, unemployment, taxation	Controlled exam question	Questions on interest rates, inflation, exchange rates, taxation and economic cycle		Recap 1.4 and 1.5		Research 1.4 and 1.5
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33	Theme 2	2.5.2 Legislation affecting business		Legal overview mind map	Theme 1	Recap 1.4 and 1.5		Revision
34		Revision		Revision for mock exams				Revision
35				Revision for mock exams				Revision
36		Mock exams?	Theme 1 & 2 exams	Revision for mock exams			Theme 1 Exam	Revision
37		Feedback on mock exams		Changes to exam paper				Revision
38								
39		Discussion and setting of Summer work						

Week	Unit	Year 13	Assessment	Homework	Unit	Year 13	Assessment	Homework
1	Theme 3	3.1.1 Corporate objectives (hierarchy) 3.4.1 Corporate influences Short / long termism Subjective / evidence-based decisions		Lego case study Toyota exam question	Theme 4	4.1.1 Growing economies		Growing Economies Case Study
2		3.4.2 Corporate culture Strong/weak cultures Types Forming culture & difficulties	Controlled exam question	Corporate culture investigation Exam question		Measurements of different economies and economic performance		Case Study Research on Growing Economies
3		3.4.3 Shareholders vs stakeholders Objectives / influences / conflict		Stakeholder mapping Unilever question		Business opportunities	Exam Question	
4		3.4.4 Business ethics CSR	Presentation on ethics in different industries Controlled exam question	CSR project		4.1.2 International trade and business growth		Business Growth Case Study
5		3.1.2 Theories of corporate strategy Ansoff, Porter, Boston Matrix	Presentation on corporate strategy model	Exam question		Specialisation of economies and business		Research on International Trade and Specialist economies in Business
6		3.1.3 SWOT 3.1.4 PESTLE / Porter's 5 Forces	Controlled exam question	SWOT & PESTLE preparation		Business growth via trade		Trade Case Study
7		3.2.1 Growth Economies of scale		EOS questions		4.1.3 Factors contributing to increased globalisation		Case Study Research on Business Growth
8		Half term assessment		Correct papers		External factors (link to PESTLE)	Exam Question	Case Study on increased globalisation
October								

9	Theme 3	3.2.2 Mergers and takeovers		Horizontal / vertical / forward / backward integration	Theme 4	4.1.4 Protectionism		Case Study on Protectionism issued
10		3.2.3 Organic growth 3.2.4 Reasons for staying small	Controlled exam question	Car finance company extended question		Threats posed to economies and businesses and reactions to these		Case Study Research on Protectionism and Trading Blocs
11		3.3.1 Quantitative sales forecasting 3 / 4 period moving averages Line of best fit - extrapolation		QSF questions		4.1.5 Trading blocs		Case Study on Trading Blocs
12		3.3.2 Investment appraisal Simple payback / ARR / NPV	Controlled exam question	Investment appraisal assignment		As a reaction to protectionism between countries		Case Study on Trading Blocs
13		3.3.3 Decision trees Construction / interpretation / calculations		Consolidation work on topic		Opportunities and threats to businesses	Exam Question	
14		3.3.4 Critical path analysis EST / LFT / Total float	Controlled exam question	Consolidation work on		4.2.1 Conditions that prompt trade -Push and pull factors for businesses		Case Study Resesarch ont he conditions that prompt Trade
15		Revision in preparation for January mock		Revision strategies		4.2.2 Assessment of a country as a market -4.2.3 Assessment of a country as a production location - Contrast the two, and compare and contrast factors		Case Study Assessing of a Country as a merlet
Christmas								
16	Theme 3	Revision		Revision	Theme 4	4.2.4 Reasons for global mergers or joint ventures		Case Study Research on Global Mergers and JV
17		Mock exams	Paper 1 & 2 exams	Revision		4.2.5 Global competitiveness	Exam Question	
18		Feedback and review of exam performance		Changes to exam papers		How this is achieved and can be enhanced through working with other businesses		Case Study on Global Competitiveness
19		3.5.1 Interpretation of financial documents Comprehensive income Statement of financial position		Investigating balance sheets and income statements		4.3.1 Marketing		Marketing Case Study
20		3.5.2 Ratio analysis ROCE / Gearing Recap on profitability / liquidity	Controlled exam question	Pure Gym question		On a global scale		Research Study on Global Marketing
21	3.5.3 Human resources Labour turnover / retention / absenteeism / productivity Strategies to boost the above	Controlled exam question	Strategies to improve productivity and retention investigation	Strategic choices for different markets	Exam Question			
February								

22	Theme 3	3.6.1 Causes and effects of change 3.6.2 Factors in change		Change management case study	Theme 4	4.3.3 Cultural and social issues - Influences on marketing strategy		Case Study on CSI influences
23		3.6.3 Scenario planning	Controlled exam question	BP case study		4.3.2 Niche markets -Features and how these interact with cultural and social issues		Case Study Research on Impact f MNCs a nd Cultural Issues
24		End of theme assessment	In class assessment	Make corrections to paper		4.4.1 The impact of MNCs-Local impacts versus national impacts	Exam Question	
25		Paper 3 scenario and preparation tasks Analysis of past papers		Research Paper 3 themes		4.4.2 Ethics - Ethical discussions raised by the activities of MNCs		Research Study on Ethics and impact pf MNCs
25			Controlled exam question	TBA		4.4.3 Controlling MNCs - Possibilities and practicalities	Exam Question	Revision Booklet
27		Short Paper 3 mock	Mock paper based on this year's pre-release materials (Tutor2U)	Corrections to paper				Revision Booklet
Easter								
28	Cross theme revision	Revision: Marketing focus		Revision booklet	Cross theme revision	Revision: Marketing focus		Revision Booklet
29		Revision: Operations / resource management focus		Revision booklet		Revision: Operations / resource management focus		Revision Booklet
30		Revision: Finance focus		Revision booklet		Revision: Finance focus		Revision Booklet
31		Revision: Human resources focus		Revision booklet		Revision: Human resources focus		Revision Booklet
32			Paper 1 Exam (Themes 1&4)				Paper 1 Exam (Themes 1&4)	
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