

Key Stage 5 Curriculum Map

Department: Business Studies

Subject: Edexcel A Level Business

Year: 12

Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Unit Title(s)	Theme 1 - Marketing and People Theme 2 – Managing Business Activities (Papers 1 &2)		Theme 1 - Marketing and People Theme 2 – Managing Business Activities (Papers 1 &2)		Theme 1 - Marketing and People Theme 2 – Managing Business Activities (Papers 1&2)	
Overview / rationale & statement of importance	For Theme 1- students will be looking at: Entrepreneurs and Leaders How businesses can meet customer needs and the importance of this. Understanding the market and the factors affecting demand and supply. The Marketing Mix and strategy – why is important for a business to give equal priority to each element of the mix. How a business manages people. For Theme 2 - students will be looking at: Ways in which businesses raise finance. The importance of financial planning. How business manage their finances with specific focus on profit, business failure and liquidity. Resource management - the importance of stock control, quality management and methods of production. The external environment and the impact it has on businesses both in a positive and negative way,					
Knowledge & Understanding	Theme 1: The Role of an Entrepreneur Entrepreneurial motives and characteristics Moving from entrepreneur to leader. Business Objectives Forms of Business Ownership Business Choices Theme 2: Sources of internal and external finance What is liability and its implications Business Planning Cash Flow forecasts - their use and limitations Sales forecasting Sales, revenue and costs Break Even	Theme 1: Understanding different types of markets Types of market research Market positioning The market – demand, supply, price elasticity of demand, income elasticity of demand and performing calculations. Branding and promotion Different types of pricing strategies Theme 2: Different types of budgets Variance analysis Profit – calculation and distinction between profit and cash Liquidity – statement of financial position and working capital Business failure Methods of production Productivity and efficiency Capacity utilisation	Theme 1: Methods of distribution Marketing strategy – Boston Matrix, Product Life Cycle and consumer behaviour Recruitment, selection and training Methods of motivation - financial and non-financial incentives Types of leadership Organisational design Theme 2: Methods of stock control Quality management Economic influences – interest rates, unemployment, inflation, exchange rates, taxation and government spending. Legislation and how it affects business activity. Revision			
Skills	Developing exam technique Numerical and quantitative skills Research and application skills Problem solving		Developing exam technique Numerical and quantitative skills Research and application skills Problem solving		Developing exam technique Numerical and quantitative skills Research and application skills Problem solving	
Literacy	Developing reading skills, speaking, listening, critical thinking, extended writing, spelling (including key words)		Developing reading skills, speaking, listening, critical thinking, extended writing, spelling (including key words)		Developing reading skills, speaking, listening, critical thinking, extended writing, spelling (including key words)	
Numeracy	Analysis of data/ graphs. Using formulas to perform calculations Addition and subtraction within a cash flow forecast		Analysis of data/ graphs. Using formulas to perform calculations		Analysis of data/ graphs. Using formulas to perform calculations	

Assessment	Summative Assessment 1 - 2 x 8 mark exam questions for both themes 1 and 2 Summative assessment 2 – 2 x 10 mark exam questions for both themes 1 and 2 Progress checks at the end of each topic	Summative Assessment 3 - 2 x 8 mark questions and 2 x 10 mark questions for both themes 1 and 2 Progress checks at the end of each topic	Summative Assessment 4 - 2 x 12 mark questions for both themes 1 and 2. End of year exams combining themes 1 and 2
Cross-curricular	Maths English PE	Maths English	Maths English Psychology