



# Years 12 & 13 Curriculum

## A Level: Business Studies



Year 12	Term 1 (Autumn)		Term 2 (Spring)		Term 3 (Summer)	
	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<b>Topics</b>	<b>Meeting Customer Needs</b> <b>Entrepreneurs &amp; Leaders</b> <b>Financial Planning</b> <b>Raising Finance</b> <b>Managing Finance</b>	<b>Market</b> <b>Marketing Mix &amp; Strategy</b> <b>Raising Finance</b> <b>Managing Finance</b>	<b>Marketing Mix &amp; Strategy</b> <b>Resource Management</b>	<b>Managing People</b> <b>External Influences</b>	<b>Revision &amp; Exam Preparation</b>	<b>Assessing Competitiveness</b> <b>Globalisation</b>
<b>Key Concepts</b>	<ul style="list-style-type: none"> <li>• Role of an entrepreneur</li> <li>• Entrepreneurial motives and characteristics</li> <li>• Business objectives</li> <li>• Forms of business</li> <li>• Business choices</li> <li>• Moving from entrepreneur to leader</li> <li>• Sales, revenue and costs</li> <li>• Sales forecasting</li> <li>• Break-even</li> <li>• Budgets</li> </ul>	<ul style="list-style-type: none"> <li>• Demand</li> <li>• Supply</li> <li>• Markets</li> <li>• Price elasticity of demand</li> <li>• Income elasticity of demand</li> <li>• Demand</li> <li>• Product/service</li> <li>• Design</li> <li>• Branding and promotion</li> <li>• Profit</li> <li>• Liquidity</li> <li>• Business failure</li> </ul>	<ul style="list-style-type: none"> <li>• Pricing strategies</li> <li>• Distribution</li> <li>• Marketing strategy</li> <li>• Production, productivity &amp; efficiency</li> <li>• Capacity utilisation</li> <li>• Stock control</li> <li>• Quality management</li> </ul>	<ul style="list-style-type: none"> <li>• Approaches to staffing</li> <li>• Recruitment, selection and training</li> <li>• Organisational design</li> <li>• Motivation in theory and practice</li> <li>• Leadership</li> <li>• Economic influences</li> <li>• Legislation</li> <li>• The competitive environment</li> </ul>	<ul style="list-style-type: none"> <li>• Critical Path Analysis</li> <li>• Decision Trees</li> <li>• Quantitative sales forecasting</li> <li>• Growing economies</li> <li>• International trade &amp; business growth</li> </ul>	

Year 13	Term 1 (Autumn)		Term 2 (Spring)		Term 3 (Summer)	
	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<b>Topics</b>	<b>Assessing Competitiveness</b> <b>Decision-Making Techniques</b> <b>Globalisation</b> <b>Global Markets &amp; Business Expansion</b>	<b>Influences on Business Decisions</b> <b>Global Marketing</b>	<b>Managing Change</b> <b>Global Industries &amp; Companies (Multinational Corporations)</b>	<b>Revision &amp; Research for Pre-Seen Case Study</b> <b>Exam Preparation</b>		
<b>Key Concepts</b>	<ul style="list-style-type: none"> <li>• Sales, revenue and costs</li> <li>• Sales forecasting</li> <li>• Break-even</li> <li>• Budgets</li> <li>• Factors contributing to increased globalisation</li> <li>• Protectionism</li> <li>• Trading blocs</li> <li>• Conditions that prompt trade</li> <li>• Assessment of a country as a market or production location</li> <li>• Reasons for global mergers or joint ventures</li> <li>• Global competitiveness</li> </ul>	<ul style="list-style-type: none"> <li>• Profit</li> <li>• Liquidity</li> <li>• Business failure</li> <li>• Marketing</li> <li>• Niche markets</li> <li>• Cultural/social factors</li> </ul>	<ul style="list-style-type: none"> <li>• Production, productivity &amp; efficiency</li> <li>• Capacity utilisation</li> <li>• Stock control</li> <li>• Quality management</li> <li>• The impact of MNCs</li> <li>• Ethics</li> <li>• Controlling MNCs</li> </ul>			



# Years 12 & 13 Assessment

## A Level: Business Studies



All students will sit an assessment and a mock examination in Year 12 and two mock examinations in Year 13.

	Year 12		Year 13		Revision Resources
	Assessment	Mock Exam	Mock Exam	Mock Exam	
	Autumn Term	Summer Term	Autumn Term	Spring Term	
Style of Assessment	A written assessment	A written assessment	A written assessment	A written assessment	<i>Kennet Resources</i> <ul style="list-style-type: none"> <li>• Core Questions</li> <li>• Knowledge Organisers</li> <li>• Learning Habits</li> </ul> <i>External Resources</i> <ul style="list-style-type: none"> <li>• <a href="http://www.tutor2u.net">www.tutor2u.net</a></li> <li>• <a href="http://www.getrevising.co.uk">www.getrevising.co.uk</a></li> </ul>
Topics Assessed	<b>Theme One</b> <ul style="list-style-type: none"> <li>• Marketing &amp; People</li> <li>• Entrepreneurs &amp; leaders</li> </ul> <b>Theme Two</b> <ul style="list-style-type: none"> <li>• Managing Business Activities</li> </ul>	<b>Theme One</b> <ul style="list-style-type: none"> <li>• Meeting customer needs</li> </ul> <b>Theme Two</b> <ul style="list-style-type: none"> <li>• Financial planning</li> <li>• Raising finance</li> <li>• Managing finance</li> </ul>	<b>Theme One</b> <ul style="list-style-type: none"> <li>• Marketing &amp; People</li> </ul> <b>Theme Two</b> <ul style="list-style-type: none"> <li>• Managing Business Activities</li> </ul>	<b>Theme One</b> <ul style="list-style-type: none"> <li>• Marketing &amp; People</li> </ul> <b>Theme Two</b> <ul style="list-style-type: none"> <li>• Managing Business Activities</li> </ul> <b>Theme Three</b> <ul style="list-style-type: none"> <li>• Business Decisions &amp; Strategy</li> </ul> <b>Theme Four</b> <ul style="list-style-type: none"> <li>• Global Business</li> </ul>	