



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

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




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 | Kennet Resources <ul style="list-style-type: none"> Core Questions Knowledge Organisers Learning Habits External Resources <ul style="list-style-type: none"> www.tutor2u.net www.getrevising.co.uk <p>You can also find additional revision material on Frog</p>  |
| Topics Assessed | Theme One <ul style="list-style-type: none"> Marketing & People Entrepreneurs & leaders Theme Two <ul style="list-style-type: none"> Managing Business Activities | Theme One <ul style="list-style-type: none"> Meeting customer needs Theme Two <ul style="list-style-type: none"> Financial planning Raising finance Managing finance | Theme One <ul style="list-style-type: none"> Marketing & People Theme Two <ul style="list-style-type: none"> Managing Business Activities | Theme One <ul style="list-style-type: none"> Marketing & People Theme Two <ul style="list-style-type: none"> Managing Business Activities Theme Three <ul style="list-style-type: none"> Business Decisions & Strategy Theme Four <ul style="list-style-type: none"> Global Business | |