



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 You can also find additional revision material on Frog 
Topics Assessed	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"> • Meeting customer needs • Entrepreneurs & leaders 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 	