



**Business A Level (Edexcel) - Curriculum Map**

**INTENT:**

The Business curriculum helps students to explain the world that they live in and decisions that are made by business agents by exploring business theory in context. Business students are independent and resilient learners who engage readily in the process of exploring business ideas and theories of about the production, marketing and financing of goods and services. Through teaching both within the classroom and beyond, business students engage with information aimed to evolve them into independent thinkers.

<b>Year 12 overview:</b>	<b>Themes 1 and 2</b> introduce the core functions of business, giving students insight into key business concepts. This will allow understanding of the need for business as a means of providing goods and services along with the types of business ownership that exist. The basic departmental functions of Marketing, Human Resources and Finance are examined in detail, as are the characteristics required for sound entrepreneurial activity and leadership.					
<b>Term:</b>	<b>Autumn Term 1</b>	<b>Autumn Term 2</b>	<b>Spring Term 1</b>	<b>Spring Term 2</b>	<b>Summer Term 1</b>	<b>Summer Term 2</b>
<b>Units:</b>	<p><b>Both Themes taught by Mr King in Year 12</b></p> <p><b>Theme 1</b></p> <p>1.1 Meeting Customer Needs</p> <p>1.5 Entrepreneurs and Leaders</p>	<p><b>Theme 2</b></p> <p>2.1 Financial planning</p> <p>2.2 Raising finance</p> <p>2.3 Managing Finance</p> <p>2.4 Resource Management</p>	<p><b>Theme 1</b></p> <p>1.2 The Market</p> <p><b>Theme 2</b></p> <p>2.5 External Environment</p>	<p><b>Theme 1</b></p> <p>1.3 Marketing Mix and Strategy</p> <p>1.4 Managing People</p>	<p><b>Theme 1</b></p> <p>1.4 Managing People</p> <p>Revision and exam practice</p>	<p><b>UCAS EXAMS</b></p> <p><b>Yr 13 content commences:</b></p> <p><b>Theme 3 – 3.1 and 3.4</b></p>

Please refer to the attached Edexcel A Level Business Specification for the topics covered in each unit



<b>Year 13 overview:</b>	<b>Themes 3 and 4</b> develop concepts learned in Themes 2 and 1 respectively. Theme 3 concerns technical decision-making and strategy, and how firms react to changes in the external environment, with particular emphasis on strategies to cope with competition. Theme 4 develops marketing concepts to incorporate an international context. Reasons for international trade are investigated, and the characteristics required for sound international marketing and production evaluated.					
<b>Term:</b>	<b>Autumn Term 1</b>	<b>Autumn Term 2</b>	<b>Spring Term 1</b>	<b>Spring Term 2</b>	<b>Summer Term 1</b>	<b>Summer Term 2</b>
<b>Units:</b>	<b>Miss Parfitt - Theme 4</b> 4.1 Globalisation  <b>Mr King - Theme 3</b> 3.4 Influences on Business Decisions / 3.1 Business Objectives and Strategy (continued from Year 12)	4.2 Global Markets and Business Expansion  Strategy 3.2 Business Growth / 3.3 Decision-Making Techniques	4.3 Global marketing / 4.4 Global Industries and Companies  3.5 Assessing Competitiveness // 3.6 Managing Change	4.4 Global Industries and Companies / Paper 3 preparation  3.6 Managing Change / Paper 3 preparation	Revision and exam practice  Revision and exam practice	Final summer exams

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