



A LEVEL BUSINESS (Edexcel) Year 12 Curriculum Overview

This sequence map follows the Edexcel A-Level Business specification, incorporating examination strategies and quantitative skills throughout both years. The sequencing of the course will follow the Edexcel specification order, with some adjustments made to enable a greater depth of foundation knowledge in the introductory parts of the course or to achieve greater levels of challenge at different points in the year, whilst also taking into account internal examination schedules.

The course will be delivered by two teachers; minor adjustments to the sequence may be required if the teaching allocation differs from a 50/50 split.

To facilitate the teaching of sources of finance in Theme 2, Mrs Hall will teach forms of ownership from Theme 1 at the beginning of the course.

Theme 1: Mr Woolford; Theme 2: Mrs Hall

		Theme 1: Marketing and People (Mr Woolford)			
Autumn Term		Spring Term		Summer Term	
Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Key Themes	Key Themes	Key Themes	Key Themes	Key Themes	Key Themes
<p><i>Students are taught about entrepreneurs at the beginning of the course as an interesting way to begin the A Level)</i></p> <p>1.5 Entrepreneurs & Leaders</p> <ul style="list-style-type: none"> - Role of an entrepreneur - Characteristics and motives of an entrepreneur - Moving from entrepreneur to leader - Business objectives 	<p>1.1 Meeting customer needs <i>continued</i></p> <ul style="list-style-type: none"> - Market positioning <p>1.2 The Market</p> <ul style="list-style-type: none"> - Demand - Supply - Markets and equilibrium - Price elasticity of demand (PED)* - Income elasticity of demand (YED)* 	<p>1.3 Marketing mix and marketing strategy</p> <ul style="list-style-type: none"> - Product Design - Branding and promotion - Pricing strategies 	<p>1.4 Marketing mix and strategy <i>continued</i></p> <ul style="list-style-type: none"> - Distribution - Marketing strategy <p>1.5 Managing People</p> <ul style="list-style-type: none"> - Approaches to staffing 	<p>1.4 Managing people <i>continued</i></p> <ul style="list-style-type: none"> - Recruitment, selection and training - Organisational design <p>UCAS examinations</p>	<p>1.4 Managing people <i>continued</i></p> <ul style="list-style-type: none"> - Motivation in theory and practice - Leadership styles



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1.1 Meeting customer needs - The market - Market research					
Assessment / Composite Tasks	Assessment / Composite Tasks	Assessment / Composite Tasks	Assessment / Composite Tasks	Assessment / Composite Tasks	Assessment / Composite Tasks
Short answer questions (4 marks) and introduction to examination AOs. Introduction to longer 10-mark questions. Examination practice homework booklets Half-termly assessment	Quantitative questions and diagrammatic questions 4, 10-mark questions. Half-termly assessment Examination practice homework booklets Interleaving of assessment questions.	Quantitative questions and diagrammatic questions 4, 10/12-mark questions. Examination practice homework booklets Half-termly assessment Interleaving of assessment questions.	Quantitative questions and diagrammatic questions 4, 10/12-mark questions. Examination practice homework booklets Half-termly assessment Interleaving of assessment questions. Introduction to 20-mark questions	Quantitative questions and diagrammatic questions 4, 10, 12 and 20-mark questions. Examination practice homework booklets UCAS examinations	Quantitative questions and diagrammatic questions 4, 10-mark questions. Examination practice homework booklets. Half-termly assessment Interleaving of assessment questions.

Theme 2: Managing Business Activities (Mrs Hall)					
Autumn Term		Spring Term		Summer Term	
Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Key Themes	Key Themes	Key Themes	Key Themes	Key Themes	Key Themes
Theme 1 topic: 1.5 Forms of business (<i>this is a topic from Theme 1 which will facilitate students' understanding of sources of finance in Theme 2</i>) - Liability	2.1 Raising finance (continued) - Cash flow forecasting* and business plans 2.2 Financial planning - Sales, revenue and costs - Break-even*	2.3 Managing finance - Profit* - Liquidity*	2.3 Managing Finance continued - Business failure 2.4 Resource management - Production, productivity & efficiency*	2.4 Resource management - Capacity utilisation* - Stock control - Quality management, including lean production UCAS examinations	2.5 External influences - Economic influences* - Legislation - Competitive environment



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2.1 Raising finance - Internal finance - External finance	- Budgets* <i>(Sales forecasting taught in Year 13 with Year 13 sales forecasting content)</i>				
Assessment / Composite Tasks	Assessment / Composite Tasks		Assessment / Composite Tasks	Assessment / Composite Tasks	Assessment / Composite Tasks
Short answer questions (4 marks) and introduction to examination AOs. Quantitative questions (cash flow in 'Planning') Introduction to longer 10-mark questions. Examination practice homework booklets Half-termly assessment	Quantitative questions and diagrammatic questions 4, 10-mark questions. Examination practice homework booklets Half-termly assessment Interleaving of assessment questions.	Quantitative questions and diagrammatic questions 4, 10/12-mark questions. Examination practice homework booklets Half-termly assessment Interleaving of assessment questions.	Quantitative questions and diagrammatic questions 4, 10/12-mark questions. Examination practice homework booklets Half-termly assessment Interleaving of assessment questions. Introduction to 20-mark questions	Quantitative questions and diagrammatic questions 4, 10, 12 and 20-mark questions. Examination practice homework booklets UCAS examinations	Quantitative questions and diagrammatic questions 4, 10-mark questions. Examination practice homework booklets Half-termly assessment Interleaving of assessment questions.

****Denotes mathematical content***