



Year Group	<i>Autumn Term 1</i>	<i>Autumn Term 2</i>	<i>Spring Term 1</i>	<i>Spring Term 2</i>	<i>Summer Term 1</i>	<i>Summer Term 2</i>
Year 10	<p>Key Theme: <u>Enterprise, entrepreneurs and starting up in business (1.1-1.2)</u></p> <p><i>Key Concepts, Knowledge & Skills:</i></p> <ul style="list-style-type: none"> • Where new business ideas come from • Impact of risk and reward • Enterprise skills • Understanding customer needs • The role of market research 	<p>Key Theme: <u>Spotting a business opportunity and putting an idea into practice (1.2-1.3)</u></p> <p><i>Key Concepts, Knowledge & Skills:</i></p> <ul style="list-style-type: none"> • Market mapping and segmentation • Competition Costs, revenue and profit • Break even, Cash flow • Sources of Finance 	<p>Key Theme: <u>Putting a business idea into practice and making the business effective (1.3-1.4)</u></p> <p><i>Key Concepts, Knowledge & Skills:</i></p> <ul style="list-style-type: none"> • Finance for Business Ownership • Liability Franchising • Location • Marketing mix • Business plans 	<p>Key Theme: <u>Understanding external influences on business (1.5)</u></p> <p><i>Key Concepts, Knowledge & Skills:</i></p> <ul style="list-style-type: none"> • Stakeholders • Technology and business Legislation • The economy • Interest rates Exchange rates • Other external influences on business 	<p>Key Theme: <u>External influences on business (1.5) and exam study skills (mock exam)</u></p> <p><i>Key Concepts, Knowledge & Skills:</i></p> <ul style="list-style-type: none"> • Legislation changes Economic changes • Exam technique Understanding the Edexcel GCSE Business paper structure 	<p>Key Theme: <u>Growing the business (2.1)</u></p> <p><i>Key Concepts, Knowledge & Skills</i></p> <ul style="list-style-type: none"> • Methods of business growth • Financing growth • Changing aims and objectives • Globalisation • Ethical issues • Environment issues and sustainability



Year Group	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Year 11	<p>Key Theme: <u>Making marketing decisions (2.2)</u></p> <p><i>Key Concepts, Knowledge & Skills:</i></p> <ul style="list-style-type: none"> ● Marketing mix ● Product ● Price ● Place ● Promotion ● Marketing mix decisions 	<p>Key Theme: <u>Making operational decisions (2.3)</u></p> <p><i>Key Concepts, Knowledge & Skills:</i></p> <ul style="list-style-type: none"> ● Methods of production ● Productivity ● Technology and production ● Stock control ● Procurement working with suppliers ● Quality ● The sales process 	<p>Key Theme: <u>Making Financial Decisions & Calculations (2.4)</u></p> <p><i>Key Concepts, Knowledge & Skills:</i></p> <ul style="list-style-type: none"> ● Gross profit margin (GPM) ● Net profit margin (NPM) ● Average rate of return (ARR) ● Interpreting data 	<p>Key Theme: <u>Making human resources decisions (2.5)</u></p> <p><i>Key Concepts, Knowledge & Skills:</i></p> <ul style="list-style-type: none"> ● Organisational structures ● Effective communication ● Different ways of working ● Effective recruitment ● Effective training and development ● Motivation 	<p>Key Theme: <u>Exam revision (Theme 1 and 2 exam prep)</u></p> <p><i>Key Concepts, Knowledge & Skills:</i></p> <ul style="list-style-type: none"> ● Exam technique ● Reaffirming knowledge ● Deliberate practice and feedback 	<p>Key Theme: <u>Exam revision (Theme 1 and 2 exam prep)</u></p> <p><i>Key Concepts, Knowledge & Skills:</i></p> <ul style="list-style-type: none"> ● Exam technique ● Reaffirming knowledge ● Deliberate practice and feedback



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Year Group	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Year 12	<p>Key Theme: <u>Theme 1 – Marketing and People</u></p> <p>Key Topics:</p> <p>1.1.1 The market 1.1.2 Market research 1.1.3 Market positioning 1.2.1 Demand 1.2.2 Supply 1.2.3 Markets 1.2.4 Price elasticity of demand (PED) 1.2.5 Income elasticity of demand (YED) 1.3.1 Product/service design 1.3.2 Branding and promotion 1.3.2 Branding and promotion 1.3.3 Pricing strategies</p>	<p>Key Theme: <u>Theme 1 – Marketing and People</u></p> <p>Key Topics:</p> <p>1.3.4 Distribution 1.3.5 Marketing strategy 1.4.1 Approaches to staffing 1.4.2 Recruitment, selection and training 1.4.3 Organisation design 1.4.4 Motivation in theory and practice 1.4.5 Leadership</p>	<p>Key Theme: <u>Theme 1 – Marketing and People</u> <u>Theme 2- Managing Business Activities</u></p> <p>Key Topics:</p> <p>1.5.1 Role of an entrepreneur 1.5.2 Entrepreneurial motives and characteristics 1.5.6 Moving from entrepreneur to leader 1.5.3 Business objectives 1.5.4 Forms of business 1.5.5 Business choices 2.1.1 Internal finance 2.1.2 External finance 2.1.3 Liability 2.1.4 Planning</p>	<p>Key Theme: <u>Theme 2- Managing Business Activities</u></p> <p>Key Topics:</p> <p>2.2.1 Sales forecasting 2.2.2 Sales, revenue and costs 2.2.2 Sales, revenue and costs 2.2.3 Break-even 2.2.4 Budgets 2.3.1 Profit 2.3.2 Liquidity 2.3.3 Business failure</p>	<p>Key Theme: <u>Theme 2- Managing Business Activities</u></p> <p>Key Topics:</p> <p>2.4.1 Production, productivity and efficiency 2.4.2 Capacity utilisation 2.4.3 Stock control 2.4.4 Quality management</p>	<p>Key Theme: <u>Theme 2- Managing Business Activities</u></p> <p><u>Revision & Exam Practice</u></p> <p>Key Topics:</p> <p>2.5.1 Economic influences 2.5.2 Legislation</p>



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Year 13	<p>Key Theme: <u>Theme 3 – Business decisions and strategy</u></p> <p>Key Topics:</p> <p>3.1.1 Business objectives – Corporate objectives</p> <p>3.1.2 Theories of corporate strategy</p> <p>3.1.3 SWOT</p> <p>3.1.4 External influences,</p> <p>3.2.1 Growth</p> <p>3.2.2 Mergers and takeovers</p> <p>3.3.3 Organic growth and</p> <p>3.3.4 reasons for staying small.</p> <p>3.3.1 Quantitative sales forecasting</p> <p>3.3.2 Investment appraisal</p> <p>3.3.3 Decision trees</p> <p>3.3.4 Critical Path Analysis</p>	<p>Key Theme: <u>Theme 3 – Business decisions and strategy</u></p> <p>Key Topics:</p> <p>3.3.3 Decision trees</p> <p>3.3.4 Critical Path Analysis</p> <p>3.4.1 Corporate influences</p> <p>3.4.2 Corporate culture</p> <p>3.4.3 Shareholders vs stakeholders</p> <p>3.4.4 Business Ethics</p> <p>3.5.1 Interpretation of financial statements</p> <p>3.5.2 Ratio analysis</p> <p>3.5.3 Human resources</p> <p>3.6.1 Causes and effects of change</p> <p>3.6.2 Key factors of change</p> <p>3.6.3 Scenario planning</p>	<p>Key Theme: <u>Theme 4 – Global Business</u></p> <p>Key Topics:</p> <p>4.1.1 Growing Economies</p> <p>4.1.2 International trade and business growth</p> <p>4.1.3 Factors contributing to increased globalisation</p> <p>4.1.4 Protectionism</p> <p>4.1.5 Trading Blocs</p> <p>4.2.1 Conditions that prompt trade</p> <p>4.2.2 Assessment of a country as a market</p> <p>4.2.3 Assessment of a country as a production location</p> <p>4.2.4 Reasons for global mergers or joint ventures</p> <p>4.2.5 Global competitiveness</p>	<p>Key Theme: <u>Theme 4 – Global Business</u></p> <p>Key Topics:</p> <p>4.3.1 Marketing</p> <p>4.3.2 Niche markets</p> <p>4.3.3 Cultural/social factors</p> <p>4.4.1 The impact of MNC's</p> <p>4.4.2 Ethics</p> <p>4.4.3 Controlling MNC's</p> <p>Paper 3 – Pre release preparation</p>	<p>Key Theme: <u>Revision and Exam Preparation</u></p> <p>Key Topics:</p> <p>Pupils to use course tracker identifying personalised revision.</p> <ul style="list-style-type: none"> Exam technique Reaffirming knowledge Deliberate practice and feedback <p>Paper 3 – Pre release preparation</p>	<p>Key Theme: <u>Revision and Exam Preparation</u></p> <p>Key Topics:</p> <ul style="list-style-type: none"> Exam technique Reaffirming knowledge Deliberate practice and feedback <p>Paper 3 – Pre release preparation</p>

