



Year 12: Marketing and People / Managing Business Activities					
Term 1		Term 2		Term 3	
<i>GO</i>	<i>JB</i>	<i>GO</i>	<i>JB</i>	<i>GO</i>	<i>JB</i>
Theme 1 Marketing and People 1.4 Managing People <ul style="list-style-type: none"> • Staffing • Recruitment and selection • Leadership • Motivation 1.5 Entrepreneurs and leaders <ul style="list-style-type: none"> • Objectives • Forms of business • Entrepreneurial qualities 	Theme 1 Marketing and People 1.1 Meeting customer needs <ul style="list-style-type: none"> • Market research • Market positioning 1.2 The market <ul style="list-style-type: none"> • Supply / Demand • Price / Income Elasticity 1.3 The marketing mix <ul style="list-style-type: none"> • Product design • Price, place, promotion 	Theme 2 Managing Business Activities 2.1 Raising finance <ul style="list-style-type: none"> • Sources of finance 2.2 Financial planning <ul style="list-style-type: none"> • Forecasting • Break even • Budgeting 2.3 Managing finance <ul style="list-style-type: none"> • Profitability • Liquidity 	Theme 2 Managing Business Activities 2.4 Resource Management <ul style="list-style-type: none"> • Production, efficiency • Stock control • Quality management 2.5 External influences <ul style="list-style-type: none"> • The economy • Legislation • Competition 	Revision of Theme 1 and 2 Preparation for Year 13 Select Theme 3 topics: Ratio Analysis Critical Path Analysis Interpreting financial documents	Revision of Theme 1 and 2 Preparation for Year 13 Select Theme 4 topics: Globalisation Emerging markets Key economic indicators
Assessment: <ul style="list-style-type: none"> • 1.4 Knowledge Assessment • 1.5 Knowledge Assessment • Exam Assessment 1 (October) • Exam Assessment 2 (December) 	Assessment: <ul style="list-style-type: none"> • 1.1 Knowledge Assessment • 1.2 Knowledge Assessment • 1.3 Knowledge Assessment • Exam Assessment 1 (October) • Exam Assessment 2 (December) 	Assessment: <ul style="list-style-type: none"> • 2.1 Knowledge Assessment • 2.2 Knowledge Assessment • 2.3 Knowledge Assessment • Formal Mock Assessment (February) • Exam Assessment 3 (April) 	Assessment: <ul style="list-style-type: none"> • 2.4 Knowledge Assessment • 2.5 Knowledge Assessment • Formal Mock Assessment (February) • Exam Assessment 3 (April) 	Assessment: <ul style="list-style-type: none"> • Exam Assessment 4 (May) • Formal Mock Assessment (June) 	Assessment: <ul style="list-style-type: none"> • Exam Assessment 4 (May) • Formal Mock Assessment (June)
Homework: Homework throughout the year will be through a variety of forms, including pre-reading for lessons, reviews for each topic, assorted tasks and numerical assessments, and listening to podcasts / watching relevant documentaries / videos.					

Year 13: Decisions and Strategy / Global Business					
Term 1		Term 2		Term 3	
GO	JB / RV	GO	JB / RV	GO	JB / RV
Theme 3 Decisions and Strategy 3.4 Influences on decisions <ul style="list-style-type: none"> • Culture • Stakeholder v shareholder • Ethics 3.5 Assessing competitiveness <ul style="list-style-type: none"> • Financial statements • Ratio analysis • HR ratios 3.6 Managing change <ul style="list-style-type: none"> • Causes and effects • Scenario planning 	Theme 3 Decisions and Strategy 3.1 Business objectives and strategy <ul style="list-style-type: none"> • Corporate strategy • SWOT analysis 3.2 Business growth <ul style="list-style-type: none"> • Organic / inorganic • Mergers and takeovers 3.3 Decision making techniques <ul style="list-style-type: none"> • Network diagrams • Investment appraisal • Decision trees 	Theme 4 Global Business 4.1 Globalisation <ul style="list-style-type: none"> • Emerging economies • International trade • Trading blocks • Protectionism 4.4 Global industries and companies <ul style="list-style-type: none"> • MNCs • Ethics 	Theme 4 Global Business 4.2 Global markets and expansion <ul style="list-style-type: none"> • Assessing countries as markets / production locations • Conditions that prompt trade 4.3 Global marketing <ul style="list-style-type: none"> • Marketing • Niche markets • Cultural / social issues 	Revision of Themes 1, 2, 3 and 4 Preparation for end of year exams	Revision of Themes 1, 2, 3 and 4 Preparation for end of year exams
Assessment: <ul style="list-style-type: none"> • 3.4 Knowledge Assessment • 3.5 Knowledge Assessment • 3.6 Knowledge Assessment • Exam Assessment 1 (October) • Formal Mock Assessment (November) 	Assessment: <ul style="list-style-type: none"> • 3.1 Knowledge Assessment • 3.2 Knowledge Assessment • 3.3 Knowledge Assessment • Exam Assessment 1 (October) • Formal Mock Assessment (November) 	Assessment: <ul style="list-style-type: none"> • 4.1 Knowledge Assessment • 4.4 Knowledge Assessment • Exam Assessment 2 (January) • Formal Mock Assessment (February) • Exam Assessment 3 (April) 	Assessment: <ul style="list-style-type: none"> • 4.1 Knowledge Assessment • 4.4 Knowledge Assessment • Exam Assessment 2 (January) • Formal Mock Assessment (February) • Exam Assessment 3 (April) 	Assessment: <ul style="list-style-type: none"> • Formal Mock Assessment (May) • Final A Levels: <ul style="list-style-type: none"> • Paper 1 • Paper 2 • Paper 3 	Assessment: <ul style="list-style-type: none"> • Formal Mock Assessment (May) • Final A Levels: <ul style="list-style-type: none"> • Paper 1 • Paper 2 • Paper 3
Homework: Homework throughout the year will be through a variety of forms, including pre-reading for lessons, reviews for each topic, assorted tasks and numerical assessments, and listening to podcasts / watching relevant documentaries / videos.					