

YR12

Y12 TOPIC 1
How do businesses manage their marketing and their people?
Meeting customer needs
Can I explain how a business could use market research?

Y12 TOPIC 1
How do businesses manage their marketing and their people?
The market
Can I give an example of how demand and supply have an impact on businesses?

Y12 TOPIC 1
How do businesses manage their marketing and their people?
Entrepreneurs and leaders
What is the role of an entrepreneur?
What are the motives and characteristics of entrepreneurs and leaders?
How does a business set their objectives?
What are the different forms of a business?
What choices are involved in a business?
How do you move from an entrepreneur to a leader?

Y12 TOPIC 1
How do businesses manage their marketing and their people?
Managing people
What are the different approaches to staffing?
How do businesses recruit, select and train employees?
What is motivation theory and practice?
What is involved in successful business leadership?

Y12 TOPIC 1
How do businesses manage their marketing and their people?
Marketing mix and strategy
How are products and services designed?
What is branding and promotion?
What pricing strategies are used by businesses?
How do businesses distribute their goods and services?
What is the product life cycle?
How do businesses manage their marketing strategy?

Y12 TOPIC 2
How do businesses manage their activities?
Raising finance
What internal and external finances are available to businesses?
How does liability impact on financial decisions?
How does a business plan finance?

Y12 TOPIC 2
How do businesses manage their activities?
Financial planning
What is sales forecasting and why it is used?
How do sales, revenue and costs impact upon each other?
What does break-even show a business?
How do businesses use budgets?

Y12 TOPIC 2
How do businesses manage their activities?
Resource management
How does a business manage their resources?
What links production, productivity and efficiency?
What is capacity utilisation?
How does a business manage their stock?
What is quality management?

Y12 TOPIC 2
How do businesses manage their activities?
Managing finance
What is profit?
What is liquidity and how is it measured?
Why do businesses fail?

Y12 TOPIC 2
How do businesses manage their activities?
External influences
What economic influences impact on a business?
How could a business respond to new and existing legislation?
What is the competitive environment?

YR13

Y13 TOPIC 1
How do businesses make decisions and plan their strategy?
Business objectives and strategy
What are corporate objectives?
Why have a corporate strategy?
What is Ansoff's Matrix?
How do businesses perform a SWOT analysis?
What makes up the competitive environment?

Y13 TOPIC 1
How do businesses make decisions and plan their strategy?
Business growth
What is business growth?
How do businesses grow organically?
How do mergers and takeovers work?
Should businesses stay small?

Y13 TOPIC 1
How do businesses make decisions and plan their strategy?
Decision-making techniques
What are corporate influences?
How does a business manage their corporate culture?
Are shareholders the most important stakeholder?
How are businesses ethical?

Y13 TOPIC 1
How do businesses make decisions and plan their strategy?
Influences on business decisions
How does quantitative sales forecasting work?
What are the methods of investment appraisal?
How could a business use a decision tree?
What is critical path analysis (CPA)?

Y13 TOPIC 1
How do businesses make decisions and plan their strategy?
Assessing competitiveness
How are financial statements interpreted?
What does ratio analysis show a business?
How are human resources managed?

Y13 TOPIC 1
How do businesses make decisions and plan their strategy?
Managing change
What are the causes and effects of change?
What are the key factors in change?
How does a business plan for different scenarios?

Y13 TOPIC 2
How do businesses operate in a global market?
Globalisation
What is a growing economy?
Who performs better China Vs India?
What business potential is there in Africa?
How does a business grow and trade internationally?
What factors contribute to increased globalisation?
What is protectionism?
How do trading blocs work?

Y13 TOPIC 2
How do businesses operate in a global market?
Global markets and business expansion
What are the conditions that prompt trade?
How do you assess a country as a market?
How do you assess a country as a production location?
What are the reasons for global mergers or joint ventures?
How does a business achieve global competitiveness?

Y13 TOPIC 2
How do businesses operate in a global market?
Global marketing
What is global marketing?
What are global niche markets?
What cultural and social factors impact upon global marketing?

Y13 TOPIC 2
How do businesses operate in a global market?
Global industries and multinational corporations
What is the impact of multinational corporations?
How are ethics managed in global business?
Why do multinational corporations need to be controlled?