

Business A Level (Edexcel) at DAOS: Curriculum Map

Year Group: 13

Overall Intent	Themes 3 and four 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.					
Time period	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Topics/subtopics	Teacher 1 Theme 3 3.1 Business Objectives and Strategy Teacher 2 Theme 4 4.1 Globalisation	Teacher 1 3.2 Business Growth Teacher 2 4.2 Global Markets and Business Expansion	Teacher 1 3.3 Decision-Making Techniques Teacher 2 4.3 Global Marketing	Teacher 1 3.4 Influences on Business Decisions 3.5 Assessing Competitiveness Teacher 2 4.4 Global Industries and Companies	Teacher 1 3.6 Managing Change Revision Teacher 2 Revision	Exams

<p>Crucial Learning Content</p>	<p>3.1.1 Corporate objectives 3.1.2 Theories of corporate strategy 3.1.3 SWOT analysis 3.1.4 Impact of external influences</p> <p>4.1.1 Growing economies 4.1.2 International trade and business growth 4.1.3 Factors contributing to increased globalisation 4.1.4 Protectionism 4.1.5 Trading Blocs</p>	<p>3.2.1 Growth 3.2.2 Mergers and take overs 3.3.3 Organic growth 3.3.4 Reasons for staying small</p> <p>4.2.1 Conditions that prompt trade 4.2.2 Assessment of a country as a market 4.2.3 Assessment of a country as a production location 4.2.4 Reasons for global mergers or joint mergers. 4.2.5 Global competitiveness</p>	<p>3.3.1 Quantitative sales forecasting 3.3.2 Investment appraisal 3.3.3 Decision trees 3.3.4 Critical Path Analysis</p> <p>4.3.1 Marketing 4.3.2 Niche markets 4.3.3 Cultural/social factors</p>	<p>3.4.1 Corporate influences 3.4.2 Corporate culture 3.4.3 Shareholders versus Stakeholders 3.4.4 Business ethics 3.5.1 Interpretation of financial statements 3.5.2 Ratio analysis 3.5.3 Human resources</p> <p>4.4.1 The impact of MNCs 4.4.2 Ethics 4.4.3 Controlling MNCs</p>	<p>3.6.1 Causes and effects of change 3.6.2 Key factors in change 3.6.3 Scenario planning</p>	
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<p>Sequence</p>	<p>3.1 It is important to recognise the difference between objectives and long-term strategy, and to understand and evaluate the tools that businesses use to set and adjust these e.g. SWOT analysis.</p> <p>4.1 Globalisation is a centuries old process which has affected the welfare of citizens all over the world. Students need to understand the reasons behind this process and how businesses are affected by it. It is also important to know and understand why trade is often obstructed by different forms of protectionism, and the potential consequences of this.</p>	<p>3.2 Businesses use organic and external growth methods as a means of corporate development, and an understanding of how this will affect firms' behaviour and effectiveness is important.</p> <p>4.2 Firms wishing to trade abroad must consider the markets they are moving to, and the risks involved in doing so. An appreciation of the need to alleviate risk in this context is an important part of understanding firms' behaviour in international markets</p>	<p>3.3 Critical path analysis, decision trees etc are standard ways of approaching many business problems and an understanding of this gives an important insight into business problem-solving in general.</p> <p>4.3 Marketing is essentially how most firms communicate with customers. It is important to know how this communication differs when trading abroad, due to cultural, ethnic and language variations.</p>	<p>3.4 An understanding of corporate culture and the problems of balancing the needs and motives of different business stakeholders is a crucial part of business operation and, ultimately, success.</p> <p>3.5 This involves further work on the calculation of standard ratios which measure profitability, liquidity and efficiency. These are crucial indicators of business health and an evaluation of their use is fundamental knowledge concerning how businesses function.</p>	<p>3.6 It is crucial to understand that businesses exist in a dynamic world, and therefore there is a need for activities such as scenario planning.</p>	
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End Point	<p>Be able to identify and evaluate the different objectives firms have in given context. Be able to use SWOT analysis in context and evaluate its usefulness</p> <p>Be able to analyse the reasons behind international trade, and the subsequent benefits and costs to businesses and other economic agents.</p>	<p>Be able to identify different forms of growth and evaluate which is has most potential for success in given contexts.</p> <p>Be able to evaluate factors which encourage firms to enter international markets, produce in other countries and evaluate different cases in context.</p>	<p>.Be able to make appropriate calculations, make decisions based on these, and evaluate decisions taking into account other external factors.</p> <p>Be able to identify and evaluate different marketing strategies in different contexts.</p>	<p>Be able to identify and evaluate different corporate cultures, and how the different aims of stakeholders can cause potential conflict.</p> <p>Be able to analyse the activities of Multi-National corporations, and the potential advantages and disadvantages their operations.</p>	<p>Be able to calculate necessary figures and ratios, and use them to evaluate business performance.</p> <p>Be able to identify different features of change which affects corporations and evaluate policies which they adopt to cope with this.</p>	

Assessment Formative and Summative	End of Unit assessment including a range of different question styles.	End of Unit assessment including a range of different question styles.	End of Unit assessment including a range of different question styles.	End of Unit assessment including a range of different question styles.	End of Unit assessment including a range of different question styles.	Three examination papers 1 Themes 1 and 4 2 Themes 2 and 3 3 Synoptic from all syllabus areas.
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