Business
LEARNING JOURNEY

NLS

A Level Exams

Revision

Revision for Paper 3
External Influences & PE
(Price Elasticity of Demand)

3.4 Influences on business decisions
Corporate influences, Corporate culture, Shareholders versus stakeholders, Business ethics/CSR

Mock Exam

3.5 Assessing competitive
Interpretation of financial statements, Ratio analysis, Human resources, Key factors in change, Causes and effects of change, Scenario planning

4.4 Global industries and companies
The impact of MNCs, Ethics, Controlling MNCs

4.3 Global marketing
Marketing, Niche markets, Cultural and social factors in new markets

3.2 Business Growth
Growth, Mergers and Takeovers, Organic growth, Reasons for staying small

Mock Exam

3.3 Decision-making techniques
Quantitative sales, Investment appraisal, Decision trees, Critical Path Analysis

4.2 Global markets and business expansion
Conditions that prompt trade/production location, Assessment of country/production location, Offshoring, Global Mergers and joint ventures, Global competitiveness

4.1 Emerging markets
Growing economies, International trade/globalisation, Factors contributing to increased globalisation Protectionism, Trading blocs

Year 13

External Speaker – Paul Clark

Skills Development Club

1.5 Entrepreneur
Entrepreneurial Characteristics, Forms of ownership, Moving from Entrepreneur to Leader, Business Objectives, Business choices

Progression Exam

3.1 Business objectives and strategy
Corporate objectives, Theories of corporate strategy, SWOT analysis, Impact of external influences

Year 13
Theme 3
Theme 4

2.5 External influences
Economic influences, Legislation, Competitive environment, PESTLE, Porter's generic strategy, Porter's Five Forces

2.4 Resource management
Production, productivity and efficiency, Capacity Utilisation, Stock control, Quality Management

1.3 Marketing mix and strategy
Boston/Product, Promotion branding, Price Distribution, Marketing strategy

Mock Exam

1.4 Managing people
Approaches to staff, Recruitment/training, Organisational design, Leadership, Motivation theory, Motivation practice

Year 12

Opportunity to lead Mini Enterprise

Work Experience & Careers Day Reviews

Skills Development Club

2.3 Managing finance
Profit, Liquidity, Business Failure

2.2 Financial planning
Sales forecast, Sales, revenue and costs, Break - Even, Budgets

1.2 The markets
Demand & Supply, Markets Price elasticity, Income elasticity

2.1 Raising finance
Internal/external finance, Liability, Planning

1.1 Meeting customer needs
The market, Market research, Market positioning

GCSE Exams

Year 12
Theme 1
Theme 2

Interpreting quantitative business data

Business Calculations - Profit MARGINS/ARR

Motivation

Effective recruitment

Organisational structures

Sales process

Calculations Interest

Topic 2.4 - Making financial decisions

Topic 2.5 - Making Human Resource decisions

Effective training & development

Different ways of working

Working with suppliers & stock control

Year 11

Skills Development Club

Globalisation

Mock Exam

Topic 2.3 - Making operational decisions

Managing quality

The role of procurement logistics

Ethics and the environment

Progression Exam

2.1 - Growing the business

Year 11

Changes in business aims and objectives

Sources of finance

Legislation and business

Place / Integrated Marketing Mix

1.5 - Understanding external influences on business

Topic 2.1 Growing the Business

External / internal growth

Technology and business

The economy and business

Promotion

Price

Business Location

The Competitive environment

Topic 2.2 - Making marketing decisions

Topic 1.4 - Making the business effective

Product/ Differentiation

Business plans

Use of market research

Market Mapping

Sources of finance

Topic 1.2 - Spotting a business opportunity

Year 10

Work Experience & Careers Day Reviews

Mini Enterprise

Skills Development Club

Market research

Market segmentation

Revenue costs and profits

Enterprise / Adding value

Topic 1.3 - Putting a business idea into practice

Break-even

Risk & Rewards / E-commerce

Year 10

Topic - 1.1 Enterprise and entrepreneurship

Dynamic Nature / Risk & Rewards

Wider Curriculum