A Level Business Curriculum KS5
Curriculum Road Map

Your journey continues in to:
University Apprentices Work

Year 12

Intro to Business Unit
- Business Functions
- Business Sectors
- Business size and growth
- Business Ownership
- Business Enterprise
- Stakeholders

Accounting & Finance Unit
- Budgets and Variance
- Costs, revenue and profit
- Sources of finance
- Accounting concepts
- Investment appraisal
- Break-Even analysis
- Cash-flow
- Income statements
- Statement of financial position

Strategy & Objectives Unit
- External growth
- Mission statements
- Risk and uncertainty
- Decision trees
- Financial objectives
- Ratio analysis
- Financial strategy
- Stakeholder recap
- CSR
- Decision making

External Influences Unit
- Competition and market dominance
- The market, market size and growth
- Contingency planning
- Conflict
- Ansoff matrix
- forecasting
- Demand and supply
- Political factors
- Economic factors
- Social factors
- Technology factors
- Legal factors
- Environment and ethical factors
- Global context

Human Resources Unit
- HR objectives
- Organisation
- Communication
- Recruitment and selection
- Training
- Workforce planning
- Workforce performance
- Employment law
- Leadership and motivation
- HR strategy
- CSR

Marketing Unit
- Marketing objectives
- Marketing research
- Marketing segmentation
- Marketing resources and SWOT
- Buyer behaviour
- Product, product lifecycle and portfolio analysis
- Price
- Promotion
- Place
- Extended Marketing Mix

Operations Unit
- Operations strategy
- Project management
- Location and Logistics
- Quality
- Productivity
- Lean production
- Added value And economics of scale
- Production methods
- Operation objectives

Year 13

REVISION!