Edexcel AS Course – School Breakdown of topics

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| **Beverley Grammar School** | **Beverley High School** |
| **Theme 2 - Managing Business Activities****Inc.1.5 Entrepreneurs & leaders** | **Theme 1 - Marketing & People****Inc. 2.5 – Legislation & competitive environment**  |
| **1.5 Entrepreneurs & leaders*** Role of an entrepreneur
* Entrepreneurial motives & characteristics
* Business Objectives
* Forms of business
* Business Choices
* Moving from entrepreneur to leader
 | * 1. **Meeting customer needs**
* The market
* Market Research
* Market Positioning
 |
| **2.1** **Raising Finance*** Internal Finance
* External Finance
* Liability
* Planning
 | * 1. **The market**
* Supply
* Demand
* Markets
* Price elasticity of demand
* Income elasticity of demand
 |
| **2.2 Financial Planning*** Sales forecasting
* Sales, revenue & costs
* Breakeven
* Budgets
 | * 1. **Marketing mix & strategy**
* Product/service design
* Branding & promotion
* Pricing strategies
* Distribution
* Marketing strategy
 |
| **2.3 Managing Finance*** Profit
* Liquidity
* Business Failure
 | * 1. **Managing people**
* Approaches to staffing
* Recruitment, selection & training
* Organisational design
* Motivation in theory & practice
* Leadership
 |
| **2.4** **Resource Management*** Introduction to resource management
* Production, productivity and efficiency
* Capacity Utilisation
* Stock Control
* Quality Management
 | **2.5 External Influences*** Legislation
* The competitive environment Economic influences
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Edexcel A2 Course – School Breakdown of topics

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| **Beverley Grammar School** | **Beverley High School** |
| **Theme 4 – Global Business****Inc. Pre-released case study** | **Theme 3 – Business Decisions & Strategy** |
| **4.1 – Globalisation*** Growing Economies
* Factors contributing to increased Globalisation
* China versus India
* Business Potential in Africa
* International Trade & Business Growth
* Protectionism
* Trading Blocs
 | **3.1 – Business objectives & strategy*** Corporate objectives
* Theories of corporate strategy
* Ansoff’s Matrix
* SWOT analysis
* Impact of external influences
* The competitive environment
 |
| **4.2 – Global Markets & Business Expansion*** Conditions that prompt trade
* Assessment of a country as a market
* Assessment of a country as a production location
* Reasons for global mergers & joint ventures
* Global competitiveness
 | **3.2 – Business Growth*** Growth
* Organic growth
* Mergers & Takeovers
* Reasons for staying small
 |
| **4.3 – Global Marketing*** Global Marketing
* Global Niche markets
* Cultural & social factors in global marketing
 | **3.3 – Decision-making techniques*** Quantitative sales forecasting
* Investment appraisal
* Decision trees
* Critical Path Analysis (CPA)
 |
| **4.4 – Global Industries & Companies/Multi-National Corporations*** The impact of multinational corporations (MNCs)
* Ethics in global business
* Controlling multinational corporations (MNCs)
 | **3.4 – Influences on business decisions*** Corporate influences
* Corporate culture
* Shareholders versus stakeholders
* Business ethics
 |
| **Pre-Released Case Study** | **3.5 – Assessing competitiveness*** Interpretation of financial statements
* Ratio analysis
* Human resources
 |
|  | **3.6 – Managing Change*** Causes & effects of change
* Key factors in change
* Scenario planning
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