

THE HIGHEST STANDARDS

Always set and deliver the highest standards; never settle for less.

INVEST TO ACHIEVE

Care about the now; create the very best for your future.

EVERYONE IS VALUED

We are unique individuals working together to be the best.

NO EXCUSES

Create solutions, not excuses.

NEVER GIVE UP

Resilience is essential; self-belief drives improvement.

CULTIVATE YOUR CHARACTER

Qualifications open doors; your character gets you through them.

A-Level Business | Year 12 | 2023-2024

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	
Half Term 1		1.1.1 The Market	1.1.2 Market Research	1.1.3 Market Positioning	1.2.1 Demand, 1.2.2 Supply & 1.2.3 Markets	1.2.4 PED	1.2.5 YED	1.3.1 Product/ Service Design	Holiday
Half Term 2	Week 8 1.3.2 Branding and Promotion	Week 9 - LC1 1.3.3 Pricing Strategies	Week 10 1.3.4 Distribution Channels	Week 11 1.3.5 Marketing Strategy	Week 12 1.4.1 Approaches to Staffing	Week 13 1.4.2 Recruitment and Selection	Week 14 1.4.3 Organisational Design	Week 15 1.4.4 Motivation Theories	Holiday
Half Term 3	Week 16 1.4.5 Leadership	Week 17 1.5.1 & 1.5.2 Entrepreneurs	Week 18 1.5.3 & 1.5.4 Forms of Business and Objectives	Week 19 1.5.5 & 1.5.6 Business Choices and Leader	Week 20 - LC2 2.1.1 Internal and 2.1.2 External Sources of Finance	Holiday			
Half Term 4	Week 21 2.1.3 Liability & 2.1.4 Planning	Week 22 2.2.1 Sales Forecasting	Week 23 2.2.2 Revenue and Costs & 2.2.3 Breakeven	Week 24 2.2.4 Budgets	Week 25 2.3.1 Profit	Week 26 2.3.2 Liquidity & 2.3.3 Business Failure	Holiday		
Half Term 5	Week 27 2.4.1 Production, Productivity and Efficiency	Week 28 2.4.2 Capacity Utilisation	Week 29 2.4.3 Stock Control	Week 30 2.4.4 Quality Management	Week 31- LC3 2.5.1 Economic Influences	Week 32	Holiday		
Half Term 6	Week 33 2.5.2 Legislation	Week 34 2.5.3 The Competitive Environment	Week 35	Week 36	Week 37	Week 38	Week 39		
			Theme 1 & 2 - Exam Practice			Trial Examinations	CTG on Trial Paper		

How does this year deliver your curriculum intent?

Theme 1 and Theme 2 equip our students with the skills and confidence to explore how different business situations affect business decisions when it comes to marketing and managing people, as well as when making financial decisions. Each topic will encourage students to make informed choices about a wide range of further learning opportunities and career pathways as well as to develop life skills that enable them to become financially and commercially aware. This year continues to allow students to make an informed approach that will help them to evaluate choices and decisions about their future working lives.