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 |

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 |