

Business	Unit 1	Unit 2	Unit 3	Unit 4	Unit 5	Unit 6
Year 10	1.1.1 The dynamic nature of business 1.1.2 Risk and reward 1.1.3 The role of business enterprise	1.2.1 Customer needs 1.2.2 Market research 1.2.3 Market segmentation 1.2.4 The competitive environment	1.3.1 Business aims and objectives 1.3.2 Business revenues, costs and profits 1.3.3 Cash and cash-flow 1.3.4 Sources of business finance	1.4.1 The options for start-up and small businesses 1.4.2 Business location 1.4.3 The marketing mix 1.4.4 Business plans	1.5.1 Business stakeholders 1.5.2 Technology and business 1.5.3 Legislation and business	1.5.4 The economy and business 1.5.5 External influences

Year 11	2.1.1 Business growth 2.1.2 Changes in business aims and objectives 2.1.3 Business and globalisation 2.1.4 Ethics, the environment and business	2.2.1 Product 2.2.2 Price 2.2.3 Promotion 2.2.4 Place 2.3.3 Managing quality	2.2.5 Using the marketing mix to make business decisions 2.3.1 Business operations 2.3.2 Working with suppliers 2.3.3 Managing quality	2.3.4 The sales process 2.4.1 Business calculations 2.4.2 Understanding business performance 2.5.1 Organisational structures	2.5.2 Effective recruitment 2.5.3 Effective training and development 2.5.4 Motivation	Revision of exam topics
Year 12	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 Price elasticity of demand	1.2.5 Income elasticity of demand 1.3.1 Product/service design 1.3.2 Branding and Promotion 1.3.3 Pricing strategies 1.3.4 Distribution	1.4.2 Recruitment, selection and training 1.4.3 Organisational design 1.4.4 Motivation in theory and practice 1.4.5 Leadership 1.5.1 Role of an entrepreneur 1.5.2	1.5.4 Forms of business 1.5.5 Business choices 1.5.6 Moving from entrepreneur to leader 2.1.1 Internal finance 2.1.2 External finance 2.1.3 Liability	2.2.1 Sales forecasting 2.2.2 Sales, revenue and costs 2.2.3 Break-even 2.2.4 Budgets 2.3.1 Profit 2.3.2 Liquidity 2.3.3 Business failure	2.4.1 Production, productivity and efficiency 2.4.2 Capacity utilisation 2.4.3 Stock control 2.4.4 Quality management 2.5.1 Economic influences 2.5.2 Legislation

		<p>1.3.5 Marketing strategy</p> <p>1.4.1 Approaches to staffing</p>	<p>Entrepreneurial motives and characteristics</p> <p>1.5.3 Business objectives</p>	2.1.4 Planning		2.5.3 The competitive environment
Year 13	<p>3.1.1 Corporate objectives</p> <p>3.1.2 Theories of corporate strategy</p> <p>3.1.3 SWOT analysis</p> <p>3.1.4 Impact of external influences</p> <p>3.2.1 Growth</p> <p>3.2.2 Mergers and takeovers</p> <p>3.2.3 Organic growth</p>	<p>3.3.3 Decision trees</p> <p>3.3.4 Critical Path Analysis</p> <p>3.4.1 Corporate influences</p> <p>3.4.2 Corporate culture</p> <p>3.4.3 Shareholders versus stakeholders</p> <p>3.4.4 Business ethics</p> <p>3.5.1 Interpretation of financial statements</p>	<p>3.6.2 Key factors in change</p> <p>3.6.3 Scenario planning</p> <p>4.1.1 Growing economies</p> <p>4.1.2 International trade and business growth</p> <p>4.1.3 Factors contributing to increased globalisation</p> <p>4.1.4 Protectionism</p> <p>4.1.5 Trading blocs</p>	<p>4.2.5 Global competitiveness</p> <p>4.3.1 Marketing planning</p> <p>4.3.2 Niche markets</p> <p>4.3.3 Cultural/social factors</p> <p>4.4.1 The impact of MNCs</p> <p>4.4.2 Ethics</p> <p>4.4.3 Controlling MNCs</p>	Revision of exam topics	Revision of exam topics

	<p>3.2.4 Reasons for staying small</p> <p>3.3.1 Quantitative sales forecasting</p> <p>3.3.2 Investment appraisal</p>	<p>3.5.2 Ratio analysis</p> <p>3.5.3 Human resources</p> <p>3.6.1 Causes and effects of change</p>	<p>4.2.1 Conditions that prompt trade</p> <p>4.2.2 Assessment of a country as a market</p> <p>4.2.3 Assessment of a country as a production location</p> <p>4.2.4 Reasons for global mergers or joint ventures</p>			
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