

Business	Unit 1	Unit 2	Unit 3	Unit 4	Unit 5	Unit 6
Year 10	<p>1.1.1 The dynamic nature of business</p> <p>1.1.2 Risk and reward</p> <p>1.1.3 The role of business enterprise</p>	<p>1.2.1 Customer needs</p> <p>1.2.2 Market research</p> <p>1.2.3 Market segmentation</p> <p>1.2.4 The competitive environment</p>	<p>1.3.1 Business aims and objectives</p> <p>1.3.2 Business revenues, costs and profits</p> <p>1.3.3 Cash and cash-flow</p> <p>1.3.4 Sources of business finance</p>	<p>1.4.1 The options for start-up and small businesses</p> <p>1.4.2 Business location</p> <p>1.4.3 The marketing mix</p> <p>1.4.4 Business plans</p>	<p>1.5.1 Business stakeholders</p> <p>1.5.2 Technology and business</p> <p>1.5.3 Legislation and business</p>	<p>1.5.4 The economy and business</p> <p>1.5.5 External influences</p>
Year 11	<p>2.1.1 Business growth</p> <p>2.1.2 Changes in business aims and objectives</p> <p>2.1.3 Business and globalisation</p> <p>2.1.4 Ethics, the environment and business</p>	<p>2.2.1 Product</p> <p>2.2.2 Price</p> <p>2.2.3 Promotion</p> <p>2.2.4 Place</p> <p>2.3.3 Managing quality</p>	<p>2.2.5 Using the marketing mix to make business decisions</p> <p>2.3.1 Business operations</p> <p>2.3.2 Working with suppliers</p> <p>2.3.3 Managing quality</p>	<p>2.3.4 The sales process</p> <p>2.4.1 Business calculations</p> <p>2.4.2 Understanding business performance</p> <p>2.5.1 Organisational structures</p>	<p>2.5.2 Effective recruitment</p> <p>2.5.3 Effective training and development</p> <p>2.5.4 Motivation</p>	Revision of exam topics
Year 12	<p>1.1.1 The market</p>	<p>1.2.5 Income elasticity of demand</p>	<p>1.4.2 Recruitment, selection and training</p>	<p>1.5.4 Forms of business</p>	<p>2.2.1 Sales forecasting</p>	<p>2.4.1 Production, productivity</p>

	<p>1.1.2 Market research</p> <p>1.1.3 Market positioning</p> <p>1.2.1 Demand</p> <p>1.2.2 Supply</p> <p>1.2.3 Markets</p> <p>1.2.4 Price elasticity of demand</p>	<p>1.3.1 Product/service design</p> <p>1.3.2 Branding and Promotion</p> <p>1.3.3 Pricing strategies</p> <p>1.3.4 Distribution</p> <p>1.3.5 Marketing strategy</p> <p>1.4.1 Approaches to staffing</p>	<p>1.4.3 Organisational design</p> <p>1.4.4 Motivation in theory and practice</p> <p>1.4.5 Leadership</p> <p>1.5.1 Role of an entrepreneur</p> <p>1.5.2 Entrepreneurial motives and characteristics</p> <p>1.5.3 Business objectives</p>	<p>1.5.5 Business choices</p> <p>1.5.6 Moving from entrepreneur to leader</p> <p>2.1.1 Internal finance</p> <p>2.1.2 External finance</p> <p>2.1.3 Liability</p> <p>2.1.4 Planning</p>	<p>2.2.2 Sales, revenue and costs</p> <p>2.2.3 Break-even</p> <p>2.2.4 Budgets</p> <p>2.3.1 Profit</p> <p>2.3.2 Liquidity</p> <p>2.3.3 Business failure</p>	<p>and efficiency</p> <p>2.4.2 Capacity utilisation</p> <p>2.4.3 Stock control</p> <p>2.4.4 Quality management</p> <p>2.5.1 Economic influences</p> <p>2.5.2 Legislation</p> <p>2.5.3 The competitive environment</p>
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>3.3.3 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</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>4.2.5 Global competitiveness</p> <p>4.3.1 Marketing</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>	<p>Revision of exam topics</p>	<p>Revision of exam topics</p>

	<p>3.2.3 Organic growth</p> <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>of financial statements</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>4.1.5 Trading blocs</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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