

Curriculum Map Year12 AS Business

Topic Name	Term	Content / skills developed with link to NC / exam board subject content (if applicable)	Reflection on previous learning	Progress to future learning	Global Citizenship links	Qatar National Identity links
The market, Market research, Market positioning, Demand, Supply, PED, YED, Product/service Design, Branding & Promotion, Pricing strategies, Distribution, Marketing Strategy, Approaches to Staffing, Recruitment and selection, Training, Organisational Design, Motivation in Theory, Leadership	Term 1 14 weeks	Be able to demonstrate knowledge, application, analysis and evaluation upon; -Enterprise -Business structure -Size of business -Business objectives Stakeholders in a business -Management and leadership -Motivation -Human resource management	On-going links to IGCSE Business topics: <ul style="list-style-type: none"> • Enterprise • Stakeholders 	A2 Business Course	Develop skills that enable us to thrive in an interconnected world.	Sustainability: self-esteem and participation Conscious thinking about my Role Models
Role of an Entrepreneur, Entrepreneurial motives and characteristics, Business objectives, Forms of business,	Term 2 12 Weeks	Be able to demonstrate knowledge, application, analysis and evaluation upon; -What is marketing? -Market research -The marketing mix	On-going links to IGCSE Business topics: <ul style="list-style-type: none"> • Marketing • Market Research 	A2 Business Course	Develop skills that enable us to thrive in an interconnected world.	Sustainability: self-esteem and participation

Business choices, Moving from entrepreneur to leader, Internal finance, External finance, Planning						Conscious thinking about my Role Models
Sales forecasting, Sales, revenue and costs, Break even, budgets, Profit, Liquidity, Business failure, Production, productivity and efficiency, capacity utilisation, Stock Control, Quality management	Term 3.1 6 Weeks	Be able to demonstrate knowledge, application, analysis and evaluation upon; -The nature of operations -Operations planning -Inventory management -The need for business finance -Sources of finance -Costs -Accounting fundamentals -Forecasting cash flows and managing working capital	On-going links to IGCSE Business topics: <ul style="list-style-type: none"> • Sources of finance • Cash Flow • Income statements 	A2 Business Course	Develop skills that enable us to thrive in an interconnected world.	Sustainability: self-esteem and participation Conscious thinking about my Role Models
Economic influences, Legislation, The competitive environment Recap of all theory	Term 3.2 5 Weeks	Be able to recall and utilise appropriate knowledge to address exam questions.		A2 Business Course	Develop skills that enable us to thrive in an interconnected world.	Sustainability: self-esteem and participation Conscious thinking about my Role Models