

## Curriculum Map Year13 A Level 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
Corporate objectives, Theories of corporate strategy, SWOT analysis, Impact of external influences, Growth, Mergers and takeovers, Organic growth, Reasons for staying small, Quantitative sales forecasting, Investment appraisal, Decision trees, Critical Path Analysis, Corporate influences, Corporate culture, Shareholders versus Stakeholders, Business ethics	Term 1 <b>14 weeks</b>	<p>Be able to identify and evaluate the different objectives firms have in given context. Be able to use SWOT analysis in context and evaluate its usefulness.</p> <p>Be able to identify different forms of growth and evaluate which is has most potential for success in given contexts. Be able to make appropriate calculations, make decisions based on these, and evaluate decisions taking into account other external factors.</p>	<p>On-going links to AS Business topics:</p> <ul style="list-style-type: none"> <li>• Economies of scale</li> <li>• Growth</li> <li>• Market Share</li> </ul>	<p>A variety of Humanities and Social Science subjects at degree level. A range of transferable skills/ analysis/ research skills</p>	<p>Develop skills that enable us to thrive in an interconnected world.</p>	<p>Sustainability: self-esteem and participation</p> <p>Conscious thinking about my Role Models</p>
Interpretation of financial statements, Ratio analysis, Human resources, Causes and effects of change, Key factors	Term 2.1 <b>8 weeks</b>	<p>Be able to identify and evaluate different corporate cultures, and how the different aims of stakeholders can cause potential conflict.</p> <p>Be able to calculate necessary figures</p>	<p>On-going links to AS Business topics:</p> <ul style="list-style-type: none"> <li>• Stakeholders</li> <li>• Corporate culture</li> </ul>	<p>A variety of Humanities and Social Science subjects at degree level.</p>	<p>Develop skills that enable us to thrive in an interconnected world.</p>	<p>Sustainability: self-esteem and participation</p>

<p>inchange, Scenario planning, Growing economies, International trade andbusiness growth, Factors contributing toincreased globalization, Protectionism, Trading Blocs, Conditions that prompt trade, Assessment of a country as a market, Assessment of a country as a production location, Reasons for global mergers or joint mergers, Global competitiveness</p>		<p>and ratios, and use them to evaluate business performance. Be able to analyse the reasons behind internationaltrade, and the subsequent benefits and costs tobusinesses and other economic agents.</p>		<p>A range of transferable skills/ analysis/ research skills</p>		<p>Conscious thinking about my Role Models</p>
<p>Marketing, Niche markets, Cultural/social factors, The impact of MNCs, Ethics, Controlling MNCs</p>	<p>Term 2.2 <b>4 weeks</b></p>	<p>Be able to identify and evaluate different marketingstrategies in different contexts.  Be able to analysethe activities of Multi-National corporations, andthe potential advantages and disadvantages their operations.</p>	<p>On-going links to AS Business topics:</p> <ul style="list-style-type: none"> <li>Marketing</li> </ul>	<p>A variety of Humanities and Social Science subjects at degree level. A range of transferable skills/</p>	<p>Develop skills that enable us to thrive in an interconnected world.</p>	<p>Sustainability: self-esteem and participation  Conscious thinking</p>

		Be able to identify different features of change which affects corporations and evaluate policies which they adopt to cope with this.		analysis/ research skills		about my Role Models
Recap of all theory	Term 3 <b>11 weeks</b>	Be able to recall and utilise appropriate knowledge to address exam questions.		A variety of Humanities and Social Science subjects at degree level. A range of transferable skills/ analysis/ research skills	Develop skills that enable us to thrive in an interconnected world.	Sustainability: self-esteem and participation  Conscious thinking about my Role Models