



Gordon's School Business Department

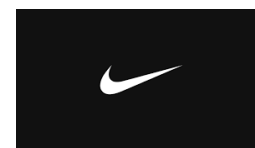
A-Level - Curriculum Map



Key Words / Skills:

- AO1 - Demonstrate knowledge of terms, concepts & theories.
- AO2 - Apply knowledge and understanding to various businesses.
- AO3 - Analyse issues showing understanding of impact to business.
- AO4 – Evaluate and make a judgement on business issue.

Revision



EXAM REVISION

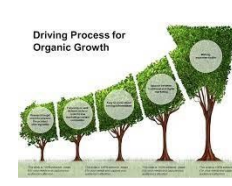
3.6. Managing Change

Y13 MOCKS

3.5. Assessing Competitiveness

PAPER 3 PREPARATION

4.4. Global Industries & Companies (Multinationals)



BCG

Business Objectives
& Strategy Project

Year 13

THEME 4

4.1. Globalisation

4.2. Global Markets & Business Expansion

4.3. Global Marketing

3.2. Business Growth

3.3. Decision-making Techniques

3.4. Influences on Business Decisions

3.1. Business Objectives & Strategy

THEME 3

INTRODUCTION TO YEAR 2 CONTENT

2.5. External Influences

1.5. Entrepreneurs & Leaders

Y12 MOCKS

2.4. Resource Management

1.4. Managing People



amazon



Market

1.3. Marketing Mix & Strategy

MARKETING MIX



Year 12

THEME 1

1.1. Meeting Customer needs

1.2. The Market

THEME 2

2.1. Raising Finance

2.2. Financial Planning

2.3. Managing Finance

Equity Financing

Types

- Angel Investors
- Venture Capitalists
- Crowdfunding
- Initial Public Offering

Business Finance



Exam Specification:



Should this QR code not work,
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relevant specification.