



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

4.4. Global Industries & Companies (Multinationals)

4.3. Global Marketing

4.2. Global Markets & Business Expansion

4.1. Globalisation



Y13 MOCKS

Theme 4

BCG

Consultancy Project

Year 13

Theme 3

3.1. Business Objectives & Strategy

3.4. Influences on Business Decisions

3.2. Business Growth

3.3. Decision-making Techniques

3.5. Assessing Competitiveness

3.6. Managing Change



Business Finance

- To run a business
- To expand a business
- To start a business

- Investment Finance
- Crowdfunding
- Loans
- Grants



Intro to Year 2

Content

Y12 MOCKS

2.4. Resource Management

2.3. Managing Finance

2.2. Financial Planning

2.5. External Influences

Mini Plant Trip

2.1. Raising Finance



amazon



Market

Theme 2

Equity Financing



Types

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



Year 12

Theme 1

1.1. Meeting Customer needs

1.2. The Market

1.3. Marketing Mix & Strategy

1.4. Managing People

1.5. Entrepreneurs & Leaders

Exam Specification:



Should this QR code not work, please click [here](#) to View the relevant specification.



MARKETING MIX

