

Gordon's School Business Department



A-Level - Curriculum Map

Key Words / Skills:

AO1 - Demonstrate knowledge of terms, concepts & theories.

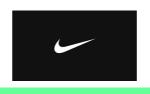
AO2 - Apply knowledge and understanding to various businesses.

AO3 - Analyse issues showing understanding of impact to business.

AO4 – Evaluate and make a judgement on business issue. Revision









4.4. Global Industries & Companies (Multinationals)

4.3. Global Marketing

EXAM REVISION

4.2. Global Markets & Business Expansion

4.1. Globalisation











Y13 MOCKS

Theme 4

BCG

Year 13

3.1. Business Objectives & Strategy

3.4. Influences on Business Decisions

Consultancy Project

3.2. Business Growth

3.3. Decision-making

3.5. Assessing Competitiveness

3.6. Managing Change

Milk Shake Challenge

Theme Park Challenge

Global Marketing Project

Intro to Year 2

Y12 MOCKS













2.4. Resource Management

2.3. Managing Finance

2.2. Financial Planning

Content

2.5. External Influences

Mini Plant Trip

2.1. Raising Finance

amazon







Theme 2



Equity Financing

Theme 1

1.1. Meeting Customer needs

1.2. The Market

1.3. Marketing Mix & Strategy

Year 12

1.4. Managing People

1.5. Entrepreneurs & Leaders



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