



	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
12	Helping students to understand human behaviour, the complex nature of modern society – including businesses, markets and the consequences of government actions. Developing students' ability to understand, and respond to, the threats and opportunities that evolve in society. To give students an indication as to potential viable learning and career paths in future.					
	Theme 1: Meeting Customer Needs Theme 2: Raising Finance Crucial Learning Content: 1. The market 2. Market research 3. Market position	Theme 1: Market Theme 2: Financial Planning Crucial Learning Content: 1. Demand 2. Supply 3. Markets	Theme 1: Marketing Mix and Strategy Theme 2: Managing Finance Crucial Learning Content: 1. Product/service 2. Design 3. Branding and Promotion	Theme 1: Managing People Theme 2: Resource Management Crucial Learning Content: 1. Approaches to staffing 2. Recruitment	Theme 1: Entrepreneurs and Leaders Theme 2: External Influences Crucial Learning Content: 1. Role of an Entrepreneur 2. Entrepreneurial motives	Bridging and Revision
13	Themes 3 and 4 develop concepts learned in Themes 2 and 1 respectively. Theme 3 concerns technical decision-making and strategy, and how firms react to changes in the external environment, with particular emphasis on strategies to cope with competition. Theme 4 develops marketing concepts to incorporate an international context. Reasons for international trade are investigated, and the characteristics required for sound international marketing and production evaluated.					
	Theme 3: Business Objectives and Strategy Theme 4: Globalisation	Theme 3: Business Growth Theme 4: Global Markets and Business Expansion	Theme 3: Decision Making Techniques Theme 4: Global Marketing	Theme 3: Influences on Business Decisions & Assessing Competitiveness Theme 4: Global Industries and Companies	Theme 3: Managing Change Revision Revision	N/A