Curriculum Content Map													
Moi	nth		Term 1 September October November December				Term 2 January February March April			April	Term 3 May June July		
	Units of Work		Pearson Edexcel Level 3 Advanced GCE in Business (9BSO)	Pearson Edexcel Level 3 Advanced GCE in Business (9BSO)	Pearson Edexcel Level 3 Advanced GCE in Business (9BSO)	Pearson Edexcel Level 3 Advanced GCE in Business (9BS0)	Pearson Edexcel Level 3 Advanced GCE in Business (9BSO)	Pearson Edexcel Level 3 Advanced GCE in Business (9850)	Pearson Edexcel Level 3 Advanced GCE in Business (9BSO)	Pearson Edexcel Level 3 Advanced GCE in Business (9BS0)	Pearson Edexcel Level 3 Advanced GCE in Business (9BSO)	Pearson Edexcel Level 3 Advanced GCE in Business (9BSO)	Pearson Edexcel Level 3 Advanced GCE in Business (9BS0)
	Substantive Knowledge	The What!	Factors influencing demand Factors influencing supply Supply and demand diagrams PED YED Market size and share Dynamic markets Product and market orientation Primary and secondary information Market mapping Design mix Social trends Promotion Branding USP Social trends Pricing strategies Factors effecting price strategy Distribution channels Product life cycle Boston matrix Staffing flexibble workforce Dismissal and redundancy Training Organisational structure			Types of structure Motivation theory Financial motivators Non-financial motivators Leadership style What an entrepreneur does Entrepreneur objectives Business objectives Ownership forms Opportunity cost and trade off Entrepreneur to leader							
	Disciplinary knowledge	The How!	.1. Meeting customer needs 1.1.1 The market What is meant by a market 1.1.2 Market research Different types of market research 1.1.3 Market Positioning How firms positions themselves in a market 1.2.1 Demand Factors that influence demand 1.2.2 Supply Factors that influence demand 1.2.2 Supply Factors that influence supply 1.2.3 Markets The interaction of supply and demand 1.2.4 PED The calculation and interpretation of PED 1.2.4 YED The calculation and interpretation of YED 3. Marketing Mix and Strategy 1.3.1 Product/Sevice Design Design mix and how it changes 1.2.2 Branding and Promotion Branding of promotion of a product 1.3.3 Pricing Strategies The different pricing strategies used by firms 1.3.4 Distribution Distribution channels and how they change to reflect social trends 1.3.5 Marketing Strategy Product life cycle Boston matrix 1.4 Managing People			Structure types 1.4.4 Motivation Theory Theorist Non-financial methods Financial methods 1.4.5 Leadership Types of leadership 1.5 Enterpreneurs and leaders 1.5.1 Role of an entrepreneur What an entrepreneur does 1.5.2 Entrepreneural motives and characteristics Motives of an entrepreneur 1.5.3 Business objectives Types of business objective 1.5.4 Forms of Ownership Business types 1.5.5 Business Choices Opportunity cost and trade off 1.5.6 Moving from an entrepreneur to a leader The difficulties in moving from an entrepreneur to a leader					luc.		
	Summative Assessment			API		AP2	AP3	AP				APS	
al nent	Virtue		Friendliness and Civility	Justice and Truthfulness	Courage	Generosity	Gratitude	Good speech	Good temper and humour	Self-mastery	Self-mastery	Compassion	Good sense
Personal Empowerment	Link to Virtue	The opportunity tr reflect, think deeply and critically about ar issue.	How it is important that a business shows friendliness and civility	How is market research truthful	How businesses must show courage with demand decisions								
ation ork	Skill	e skills	Listening	Leadership	Problem Solving	Creativity	Staying Positive	Speaking	Speaking	Staying Positive	Aiming High	Speaking	Teamwork
Preparation for Work	Link to Skill	Transferablı	Listening to one another and appreciatir counter-arguments	g The leadership of the National Government	Problem-solving to economic challenges	Craetive solutions to economic and social issues.	Staying positive in the face of political opposition to make your mark.	Speaking to one another positively and sharing ideas to craft nuance into our responses to questions	The Port Huron statement and good speech of poets and activists in this period	Staying positive despite opposition	Staying positive despite oppositio	Aimimng High to make changes in society and bring about political change	Working together to find resources neded for the coursework
Preparation for Citizenship	SMSC & British Values	vinions on sues	Democracy	Rule of Law	Mutual Respect	Indivodial Liberty	Tolerance of other belieds	Democracy	Rule of Law	Mutual Respect	Individual liberty	Tolerance	Democracy
	Link to SMSC & British	70											