

2020/21 KS5 YEAR 12 BUSINESS A LEVEL

YEAR	TERM 1 (Autumn)	TERM 2 (Spring)	TERM 3 (Summer)
YEAR 12	The nature and purposes of business Business objectives Legal structures of businesses The external environment Business decision making Leadership Management Stakeholder management	Setting marketing objectives Understanding markets Segmentation Positioning The marketing mix Setting operational objectives Operational performance Efficiency Productivity Quality Inventory and supply chains	Setting financial objectives Financial performance analysis Cash flow Setting HR objectives Analysing hr performance Organisational design Motivation Improving employee/employer relations