

## A Level Business – Topic Checklist

The exam board have let us know that only the topics in shaded grey will be assessed. They have also been clear which papers they will be assessed in. This is where we will be focussing our re-teaching following the mock exams.

However, they have also made clear that for the higher mark questions knowledge from any other area of the course may not be directly questioned but may be drawn upon for the higher mark band answers.

### Theme 1 – Marketing & People

Topic Number	Topic Title	Which Paper
1.1.1	The Market	Paper 1
1.1.2	Market Research	Paper 1
1.1.3	Market Positioning	
1.2.1	Demand	
1.2.2	Supply	Paper 1
1.2.3	Markets	Paper 1
1.2.4	Price Elasticity of Demand	
1.2.5	Income Elasticity of Demand	
1.3.1	Product/Service Design	
1.3.2	Branding and Promotion	
1.3.3	Pricing Strategies	Paper 3
1.3.4	Distribution	Paper 1
1.3.5	Marketing Strategy	
1.4.1	Approaches to Staffing	
1.4.2	Recruitment, Selection and Training	Paper 3
1.4.3	Organisational Design	
1.4.4	Motivation in Theory and Practice	
1.4.5	Leadership	
1.5.1	Role of an Entrepreneur	
1.5.2	Entrepreneurial Motives & Characteristics	Paper 1
1.5.3	Business Objectives	
1.5.4	Forms of Business	Paper 1
1.5.5	Business Choices	
1.5.6	Moving from Entrepreneur to Leader	

### Theme 2 – Managing Business Activities

Topic Number	Topic Title	Which Paper
2.1.1	Internal Finance	
2.1.2	External Finance	
2.1.3	Liability	
2.1.4	Planning	
2.2.1	Sales Forecasting	
2.2.2	Sales Revenue and Costs	
2.2.3	Break Even	Paper 2
2.2.4	Budgets	Paper 2
2.3.1	Profit	Paper 2
2.3.2	Liquidity	Paper 2
2.3.3	Business Failure	
2.4.1	Production, Productivity and Efficiency	
2.4.2	Capacity Utilisation	Paper 2, Paper 3
2.4.3	Stock Control	

2.4.4	Quality Management	
2.5.1	Economic Influences	Paper 3
2.5.2	Legislation	Paper 3
2.5.3	The Competitive Environment	Paper 3

### Theme 3 – Business Decisions and Strategy

Topic Number	Topic Title	Which Paper?
3.1.1	Corporate Objectives	
3.1.2	Theories of Corporate Strategy	
3.1.3	SWOT Analysis	Paper 2
3.1.4	Impact of External Influences	Paper 2
3.2.1	Growth	
3.2.2	Mergers and Takeovers	
3.2.3	Organic Growth	
3.2.4	Reasons for Staying Small	
3.3.1	Quantitative Sales Forecasting	Paper 2
3.3.2	Investment Appraisal	Paper 3
3.3.3	Decision Trees	
3.3.4	Critical Path Analysis	
3.4.1	Corporate Influences	
3.4.2	Corporate Culture	
3.4.3	Shareholders versus Stakeholders	Paper 3
3.4.4	Business Ethics	
3.5.1	Interpretation of Financial Statements	
3.5.2	Ratio Analysis	Paper 2
3.5.3	Human Resources	
3.6.1	Causes and Effects of Change	
3.6.2	Key Factors in Change	
3.6.3	Scenario Planning	

### Theme 4 – Global Business

Topic Number	Topic Title	Which Paper?
4.1.1	Growing Economies	
4.1.2	International Trade and Business Growth	Paper 1
4.1.3	Factors Contributing to Globalisation	Paper 1
4.1.4	Protectionism	Paper 3
4.1.5	Trading Blocs	Paper 1
4.2.1	Conditions that Prompt Trade	
4.2.2	Assessment of a Country as a Market	
4.2.3	Assessment of a Country as a Production Location	Paper 3
4.2.4	Reasons for Global Mergers or Joint Ventures	
4.2.5	Global Competitiveness	Paper 1
4.3.1	Marketing	
4.3.2	Niche Markets	
4.3.3	Cultural/Social Factors	
4.4.1	The Impact of MNCs	Paper 1
4.4.2	Ethics	
4.4.3	Controlling MNCs	