



Long Term Plan

IAL Business



2021-2022	Autumn 1 7 weeks	Autumn 2 7 weeks	Spring 1 7 weeks	Spring 2 7 weeks	Summer 7 weeks
Year 12	<p>Unit 1, 2: Marketing and people/Managing business activities</p> <ol style="list-style-type: none"> 1. The market 2. Market research 3. Market positioning 4. Demand 5. Supply 6. Markets 7. Price elasticity of demand 8. Income elasticity of demand 	<p>Unit 1, 2: Marketing and people/Managing business activities</p> <ol style="list-style-type: none"> 1. Marketing objectives and strategy 2. Product/service design 3. Promotion and branding 4. Pricing strategies 5. Distribution 6. Approaches to staffing 7. Recruitment, Selection and training 8. Organisational design 9. Motivation in theory and practice. 	<p>Unit 1, 2: Marketing and people/Managing business activities</p> <ol style="list-style-type: none"> 1. Leadership 2. Role of entrepreneur 3. Entrepreneurial motives and characteristics 4. Business objectives 5. Business choices 6. Planning 7. Internal finance 8. External Finance 9. Forms of businesses 10. Forms of plcs 11. Liability 12. Sales revenue costs 	<p>Unit 1, 2: Marketing and people/Managing business activities</p> <ol style="list-style-type: none"> 1. Sales forecasting 2. Break even 3. Cash flow 4. Budgets 5. Profit 6. Liquidity 7. Business failure 8. Production/Productivity Efficiency 9. Capacity utilisation 10. Inventory control 11. Quality management 	<p>Unit 1, 2: Marketing and people/Managing business activities</p> <ol style="list-style-type: none"> 1. Economic influences 2. Legislation 3. The competitive advantage 4. Revision process



Year 13

Unit 3, 4: Business Decisions/Global business	Unit 3, 4: Business Decisions/Global business	Unit 3, 4: Business Decisions/Global business	Unit 3, 4: Business Decisions/Global business	Unit 3, 4: Business Decisions/Global business
<ul style="list-style-type: none"> 1. Corporate objectives 2. Theories of corporate objectives 3. Swot Analysis 4. Impact of external influences 5. Business growth 6. Organic growth 7. Inorganic growth 8. Problems arising from growth 9. Quantitative sales forecasting 	<ul style="list-style-type: none"> 1. Investment appraisal 2. Decision trees 3. Critical path analysis 4. Contribution 5. Corporate culture 6. Stakeholders model vs shareholder's models 7. Business ethics 8. Financial statements 9. Accounting ratios 10. Human resources 11. Key factors in change 	<ul style="list-style-type: none"> 1. Contingency planning 2. Growing economies 3. International trade and business growth 4. Factors contributing to increased globalisation 5. Protectionism 6. Trading blocs 7. Conditions that prompt trade 8. Assessment of a country as a market 9. Assessment of a country as a production location 	<ul style="list-style-type: none"> 1. Reasons for global mergers, takeovers or joint ventures 2. Marketing 3. Niche markets 4. Cultural and social factors 5. The impact of MNCs 6. International business ethics 7. Controlling MNCs 	<ul style="list-style-type: none"> Revision process