



VISION:

At Nobel we seek to instil in our A-Level Business students an enthusiasm for studying the subject and a holistic understanding of business in a range of contexts. We endeavour to help our students develop a critical understanding of organisations and their ability to meet society's needs and wants alongside an awareness of the ethical dilemmas and responsibilities faced by organisations and individuals.

Theme 1 – Marketing	Foci	Assessment	Knowledge Organiser
	<p><u>Marketing</u></p> <p>Meeting customer needs</p> <ul style="list-style-type: none"> • The market • Market research • Market positioning <p>The Market</p> <ul style="list-style-type: none"> • Demand • Supply • Markets • Price elasticity of demand • Income elasticity of demand <p>Marketing mix and strategy</p> <ul style="list-style-type: none"> • Product/service design • Branding and promotion • Pricing strategies • Distribution • Marketing strategy 	<ul style="list-style-type: none"> • Short answer questions at the end of every sub-unit. • Case study practice at the end of each unit. • On-going practice exam questions, answers and feedback. • Revision summary activity. • Students will complete timed exam style questions regularly 	<p>Specific knowledge organisers are provided for each section of the unit</p>



	<p><u>People</u></p> <p>Managing people</p> <ul style="list-style-type: none">• Approaches to staffing• Recruitment, selection and training• Organisational design• Motivation in theory and practice• Leadership <p>Entrepreneurs and leaders</p> <ul style="list-style-type: none">• Role of an entrepreneur• Entrepreneurial motives and characteristics• Business objectives• Forms of business• Business choices• Moving from entrepreneur to leader	<ul style="list-style-type: none">• Short answer questions at the end of every sub-unit.• Case study practice at the end of each unit.• On-going practice exam questions, answers and feedback.• Revision summary activity.• Students will complete timed exam style questions regularly	<p>Specific knowledge organisers are provided for each section of the unit</p>
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Theme 4 – Global Business

Globalisation

- Growing economies
- International trade and business growth
- Factors contributing to increased globalisation
- Protectionism
- Trading blocs

Global markets and business expansion

- Conditions that prompt trade
- Assessment of a country as a market
- Assessment of a country as a production location
- Reasons for global mergers or joint ventures
- Global competitiveness

Global marketing

- Marketing
- Niche markets
- Cultural/social factors

Global industries and companies (multinational corporations)

- The impact of MNCs
- Ethics
- Controlling MNCs

- Short answer questions at the end of every sub-unit.
- Case study practice at the end of each unit.
- On-going practice exam questions, answers and feedback.
- Revision summary activity.
- Students will complete timed exam style questions regularly

Specific knowledge organisers are provided for each section of the unit