

| Term → Year ↓ | Term 1a | Term 1b | Term 2a | Term 2b | Term 3a | Term 3b |
|------------------|---|--|--|--|--|---|
| 12 | Introduction to Business Nature and Purpose of Businesses (3.1.1) Business Forms (3.1.2) External Environment (3.1.3) Marketing (3.3.1) Operations (3.4.1 & 3.4.2) Finance (3.5.1) Human Resources (3.6.1 & 3.6.2) | Threshold Business Concepts Managers and Leaders (3.2.1, 3.2.2 & 3.2.3) Elasticities of Demand (part of 3.3.2) Break Even (part of 3.5.2) Organisation Structures (part of 3.6.3) Economies of Scale (part of 3.9.1) | Marketing Recap (3.3.1) Markets and Customers (3.3.2) Segmentation, targeting and positioning (3.3.3) Marketing Mix (3.3.4) | Operations Recap (3.4.1 & 3.4.2) Efficiency (3.4.3) Quality (3.4.4) Inventory and Supply Chain (3.4.5) | Finance Recap (3.5.1) Financial Performance (3.5.2) Sources of Finance (3.5.3) Cash Flow and Profit (3.5.4) | Human Resources Recap (3.6.1 & 3.6.2) Organisation Design and Flow (3.6.3) Motivation (3.6.4) Employee Relations (3.6.5) |
| 13 | Assessing Strategic Position SWOT (3.7.1) Financial Ratios (3.7.2 & 3.7.3) Recap (3.3.1, 3.4.1, 3.5.1, 3.6.2) Political and Legal (3.7.4) Economic Change (3.7.5) Social and Technology (3.7.6) Competitive Environment (3.7.7) Investment Appraisal (3.7.8) | Choosing Direction Strategic Direction (3.8.1) Strategic Positioning (3.8.2) | How to Pursue Strategies Change in Scale (3.9.1) Innovation (3.9.2) Internationalisation (3.9.3) Digital Technology (3.9.4) | Managing Change Managing Change (3.10.1) Managing Culture (3.10.2) Strategic Implementation (3.10.3) Why strategies fail (3.10.4) | | |