DBS IAS / IAL BUSINESS STUDIES CURRICULUM MAP

DOHA BRITISH SCHOOL

UNIT 4 EXAM
Externally assessed exam

4.4 Global industries and companies
The impact MNCs have on host countries, methods to control MNCs, international business ethics. .

4.3 Global Marketing
Ethnocentric and polycentric approaches to marketing are explored, niche marketing and cultural factors affecting global marketing.

4.2 Global Markets and business expansion
Conditions which prompt trade, assessing a country as a market and production location. Reasons for joint ventures on a global scale.

4.1 Globalisation
Students will learn about protectionist policies, liberalisation of trade including trading blocs.

Unit 4- Global Business

3.4 Influences on business decision
Corporate culture, business ethics and the stakeholder model.

3.3 + 3.4 assessment

3.5 Assessing competitiveness
Students will learn about financial accounts, ratio analysis, human resource calculations

3.6 Managing change
Key factors in managing change and contingency planning.

UNIT 3 EXAM
Externally assessed exam

3.3 Decision making techniques
Students need to understand how quantitative decision can be used, critical path analysis, decision trees and investment appraisal.

3.1 + 3.2 assessment

3.2 Business Growth
Types of business growth including organic and inorganic.

3.1 Business objectives and strategy
Students need to know the development of strategy and evaluation of strategic models including Ansoff, porter and SWOT.

Unit 3 - Business decisions and strategy

YEAR 13

UNIT 2 EXAM
Externally assessed exam

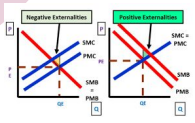
2.3 Managing finance
Profitability and liquidity ratios, reasons for business failure.

2.3 End of unit assessment

2.4 Resource management
Methods of production, capacity utilisation, stock control and quality management.

2.4 End of unit assessment

2.5 External influences
Economic influences, legislation, the competitive environment.



2.2 End of unit assessment

2.1 End of unit assessment

Unit 2- Finance and operations

Unit 1 EXAM
Externally assessed exam

1.4 End of unit assessment

1.4 Managing people
Approaches to staff training, pay and recruitment. Types of leadership style and motivational theorists.

1.3 Marketing mix and strategy
Students will revisit the 4ps, pricing strategy, promotion, distribution (place) and the product. Marketing objectives and strategies is also considered.

2.2 Financial planning
Sales revenue and costs, breakeven, cash flow and budgets.

2.1 planning a business and raising finance
Types of finance available, legal structures and ownership types.

1.5 Entrepreneurs and leaders
The role of the entrepreneur, motives and characteristics, business objectives and decision making.

1.3 End of unit assessment

Unit 1- Marketing and People

1.2 The market
Students need to understand factors which affect demand and supply, S+D diagrams. Calculation of PED and YED.

1.2 End of unit assessment

YEAR 12

START OF IAL

Introduction
Specification requirements. Mark Scheme. Course calendar. Where to find resources. Folder Setup. Workbooks. Homework calendar. Student/Teacher expectations.

1.1 Meeting customer needs
Students should understand the different types of markets which exist, mass and niche. How to research the market and how a business can position themselves.

1.1 End of unit assessment