



Key Stage: 5

Subject: Business

Aims of the subject:

- **Develop students' appreciation of the business community ranging from a local to a global perspective.**
- **Encourage students to question the reasoning behind business decisions and to evaluate the alternatives.**
- **To teach students the importance of being able to articulate their understanding both orally and within written work, making appropriate use of business terminology.**

A Level Examination Board: AQA

Assessment Overview: A combination of multiple choice, short answer, data response and case study questions.

Course	What will I study?	Assessment
Yr 12	<p>Term 1</p> <ul style="list-style-type: none"> - What is business? <p>Understanding the nature and purpose of business. Understanding different business forms. Understanding that businesses operate within an external environment.</p> <ul style="list-style-type: none"> - Managers, leadership and decision making. <p>Understanding management, leadership and decision making. Understanding management decision making. Understanding the role and importance of stakeholders.</p> <ul style="list-style-type: none"> - Decision making to improve marketing performance. 	<p>Formal assessment opportunities - appropriate case study in relation to each aspect of specification - Tutor2U.</p> <p>Practice specimen exam papers.</p>

Setting marketing objectives.
Understanding markets and customers.

Term 2

- **Decision making to improve marketing performance.**

Segmentation, targeting and positioning (STP)
Using the marketing mix.

- **Decision making to improve financial performance.**

Setting financial objectives.
Analysing financial performance.

- **Decision making to improve Human Resource performance.**

Setting human resource objectives.
Analysing human resource performance.

Term 3

- **Decision making to improve financial performance.**

Sources of finance.
Improving cash flow and profits.

- **Decision making to improve Human Resource performance.**

Improving organisational design and human resource flow.
Improving motivation and engagement.
Improving employer-employee relations.

- **Decision making to improve operational performance.**

	<p>Setting operational objectives. Analysing operational performance. Increasing efficiency and productivity. Improving quality. Managing inventory and supply chains.</p>	
Yr 13	<p>Term 1: -Analysing the strategic position of a business</p> <p>Mission, corporate objectives and strategy.</p> <p>Analysing the existing internal position of a business to assess strengths and weaknesses: financial ratio analysis.</p> <p>Analysing existing internal position of a business to assess strengths and weakness: overall performance.</p> <p>Analysing the external environment to assess opportunities and threats: political and legal change.</p> <p>Analysing the external environment to assess opportunities and threats: economic change.</p> <p>Analysing the external environment to assess opportunities and threats: social and technological.</p> <p>Analysing the external environment to assess opportunities and threats: the competitive environment.</p> <p>Analysing strategic options: investment appraisal.</p> <p>-Choosing strategic direction</p>	

	<p>Strategic direction: choosing which markets to compete in and which products to offer. Strategic positioning: choosing how to compete.</p> <p>Term 2:</p> <p>-Strategic methods: how to pursue strategies Assessing a change in scale. Assessing innovation. Assessing internationalisation. Assessing greater use of digital technology.</p> <p>-Managing strategic change Managing change.</p> <p>Term 3:</p> <p>-Managing strategic change Managing organisational culture. Managing strategic implementation. Problems with strategy and why strategies fail.</p>	
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Enrichment opportunities

- Year 10 PSHE enterprise days
- 'Ripley Apprentice' Open Evening Initiative

Suggestions for wider reading

- **Dynamic Learning Magazine Archive (Business Review)**
- **www.tutor2u.net**
- **Times 100 Business Case Studies**
- **BBC Business News**
- **Reuters Business**
- **AQA A level Business – Malcolm Surridge, Andrew Gillespie**