

Key Stage 5

Subject: A Level Business Studies

Intent

Our aim is to provide students with a holistic understanding of the world of Business. The students will learn about the different forms of business and the external environment. As businesses are run by people, the students are introduced to the different leadership styles, their advantages and disadvantages, as well as the different types of decision making. The students will then progress on to study decision making to improve marketing performance, decision making to improve operational performance, decision making to improve financial performance and decision making to improve human resource performance.

The A-Level curriculum is essentially all about decision making. In year 12, the focus is on decision making from an operational perspective and in Year 13, the focus is on decision making from a strategic perspective.

In as much as the curriculum, at the initial stage, introduces students to business from the perspective of the locality, the nation and then the globe, it is our aim to support our students to develop into professionals who have an understanding of and are also equipped to be successful in business both locally and also outside of their immediate vicinity.

Programme of study and assessment.

	Autumn Term	Spring Term	Summer Term
Year 12	<p>Paper 1-3 Content:</p> <p>Unit 1: What is Business?</p> <ul style="list-style-type: none">• Understanding the nature and purpose of business• Understanding different business forms• Understanding that businesses operate within the external environment <p>Unit 2: Managers, Leadership and decision making</p> <ul style="list-style-type: none">• Understanding management, leadership and decision making• Understand management decision making	<p>Paper 1-3 Content:</p> <p>Unit 3: Decision making to improve marketing performance (cont)....</p> <ul style="list-style-type: none">• Using the marketing mix <p>Unit 4: Decision making to improve operational performance</p> <ul style="list-style-type: none">• Setting operational objectives• Analysing operational performance• Increasing efficiency and productivity• Improving Quality• Managing Inventory and supply chains	<p>Paper 1-3 Content:</p> <p>Unit 5 : Decision making to improve financial performance (cont)...</p> <ul style="list-style-type: none">• Sources of finance• Improving cashflow and profits <p>Unit 6: Decision making to improve human resource performance</p> <ul style="list-style-type: none">• Setting human resources objectives• Analysing human resource performance• Improving organisational design and human resource flow• Improving motivation and engagement• Improving employer-employee relations

	<ul style="list-style-type: none"> Understanding the role and importance of stakeholders <p>Unit 3: Decision making to improve marketing performance</p> <ul style="list-style-type: none"> Setting marketing objectives Understanding markets and customers Segmentation, targeting and positioning 	<p>Unit 5 : Decision making to improve financial performance</p> <ul style="list-style-type: none"> Setting financial objectives Analysing financial performance 	
Assessment	<p>Assessment will be through a combination of end of unit Homework Tasks and Tests. The assessment is designed to test the student's understanding of:</p> <p>Unit 1: What is Business?</p> <p>Unit 2: Managers, Leadership and decision making</p>	<p>Assessment will be through a combination of end of unit Homework Tasks and Tests. The assessment is designed to test the student's understanding of:</p> <p>Unit 1: What is Business?</p> <p>Unit 2: Managers, Leadership and decision making</p> <p>Unit 3: Decision making to improve marketing performance</p> <p>Unit 4: Decision making to improve operational performance</p>	<p>Assessment will be through an end of year exam. The assessment is designed to assess the students understanding of:</p> <p>Unit 1: What is Business?</p> <p>Unit 2: Managers, Leadership and decision making</p> <p>Unit 3: Decision making to improve marketing performance</p> <p>Unit 4: Decision making to improve operational performance</p> <p>Unit 5 : Decision making to improve financial performance</p> <p>Unit 6: Decision making to improve human resource performance</p>

Year 13	<p>Paper 1-3 Content:</p> <p>Unit 7: Analysing the strategic position of a business</p> <ul style="list-style-type: none"> • Mission, corporate objectives and strategy • Analysing the internal position (financial ratio analysis) • Analysing the internal position (overall position) • Analysing the external environment: political and legal change • Analysing the external environment: economic change • Analysing the external environment: social and technological change • Analysing the competitive environment: the competitive environment • Analysing strategic options – Investment Appraisal 	<p>Paper 1-3 Content:</p> <p>Unit 8: Choosing strategic direction</p> <ul style="list-style-type: none"> • Strategic direction: choosing which markets to compete in and what products to offer • Strategic positioning: choosing how to compete <p>Unit 9: Strategic methods: How to pursue strategies</p> <ul style="list-style-type: none"> • Assessing a change in scale • Assessing Innovation • Assessing Internationalism • Assessing greater use of digital technology <p>Unit 10: Managing strategic change</p> <ul style="list-style-type: none"> • Managing change • Managing organisational culture • Managing strategic implementation • Problems with strategies and why strategies fail. 	Exam Practice and revision
Assessment	Assessment will be through a combination of end of unit Homework Tasks and Tests. The assessments are designed to test the	January Mock Exam The assessment is designed to test the student's understanding of: Units 1 – 7.	Summer External Exam.

	student's understanding of: Units 1 – 7.	Then between January and Easter, the students will be assessed on the entire curriculum – Units 1 to 10.	
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