



<b>Overview</b>	<p>Through Business Studies A-level, you'll engage with the world of business through the context of current business developments and real business situations. You'll learn how management, leadership and decision-making can improve performance in marketing, operational, financial and human resources.</p> <p>Students of this course should study business in a variety of contexts (eg. large/small, UK focused/global, service/manufacturing) and consider:</p> <ul style="list-style-type: none"> <li>■ the importance of the context of business in relation to decision making</li> <li>■ the interrelated nature of business activities and how they affect competitiveness</li> <li>■ the competitive environment and the markets in which businesses operate</li> <li>■ the influences on functional decisions and plans including ethical and environmental issues</li> <li>■ the factors that might determine whether a decision is successful eg. the quality of data and the degree of uncertainty</li> <li>■ how technology is changing the way decisions are made and how businesses operate and compete</li> <li>■ the impact on stakeholders of functional decisions and their response to such decisions</li> <li>■ use of non-quantitative and quantitative data in decision making (including the interpretation of index numbers and calculations such as ratios and percentages)</li> </ul> <p>The study of strategic decision making should build on the study of decision making in the functional areas. Students will consider:</p> <ul style="list-style-type: none"> <li>■ the impact of technology on strategic decision making</li> <li>■ the influences of Corporate Social Responsibility, ethical and environmental issues on strategic decisions</li> <li>■ the difficulties in forecasting future trends</li> <li>■ the importance of assessing feasibility and risk when making strategic decisions</li> <li>■ the impact on stakeholders of strategic decisions and their response to such decisions.</li> </ul> <p>The topics lend themselves to studying and engaging with the business world. The specification and assessment should encourage students to follow business developments and think critically about contemporary business issues. Most of the assessment material is based on real business situations. By examining and thinking critically about real business situations as they study the subject, students will gain an insight into different contexts which will help them to understand the key issues in any situation and compare and contrast this with other situations and apply their understanding.</p>
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<b>Autumn Term</b>	<p><b>Teacher 1: What is business?</b></p> <ul style="list-style-type: none"> <li>■ Why do businesses exit</li> <li>■ The relationship between mission and objectives</li> <li>■ Why businesses set objectives</li> <li>■ The measurement and importance of profits</li> <li>■ Different business forms / structures</li> <li>■ The role of stakeholders and why they invest</li> <li>■ Influences on share price</li> <li>■ How the business external environment can affect costs and demand</li> </ul>	<p><b>Assessment</b></p> <p>End of unit assessment including:</p> <ul style="list-style-type: none"> <li>■ MCQ</li> <li>■ Data response</li> </ul>
	<p><b>Teachers 2: Managers, Leadership and Decision Making</b></p> <ul style="list-style-type: none"> <li>■ What managers do</li> <li>■ Leadership styles</li> <li>■ The effectiveness of different leadership styles</li> <li>■ The value of decision making based on data and on intuition</li> <li>■ The value of decision trees in decision making</li> <li>■ Influence on decision making</li> <li>■ The need to consider stakeholders needs when making decisions</li> </ul>	

<b>Autumn Term</b>	<ul style="list-style-type: none"> <li>■ Conflict and overlap between stakeholders</li> <li>■ The relationship between stakeholders</li> </ul>	
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<b>Spring Term</b>	<ul style="list-style-type: none"> <li>■ Integrated marketing mix</li> <li>■ Understanding the value of digital marketing and e-commerce</li> </ul> <p><b>Teacher 1: Human Resources</b></p> <ul style="list-style-type: none"> <li>■ Setting Human Resource objectives</li> <li>■ Internal and external influences on HR objectives</li> <li>■ Calculating and interpreting HR data</li> <li>■ The use of data for HR decision making and planning</li> <li>■ Influences on organisational structure and job design</li> <li>■ Influences on organisational structure</li> <li>■ Influences on job design</li> <li>■ Influences on organisational design</li> <li>■ Influences on delegation, centralisation, and decentralisation</li> <li>■ HR flow</li> <li>■ Improving motivation and engagement</li> <li>■ Benefits of motivation and engagement</li> <li>■ Improving motivation and engagement</li> <li>■ Theories of motivation</li> <li>■ Financial methods of motivation</li> </ul> <p><b>Teacher 2: Operations</b></p> <ul style="list-style-type: none"> <li>■ The value of setting operational objectives</li> <li>■ External and internal influences on operational objectives</li> <li>■ Interpreting operations data</li> <li>■ Calculating operations data</li> <li>■ The use of data in operational decision making and planning</li> <li>■ Capacity, efficiency and labour productivity</li> <li>■ Lean production</li> <li>■ How do choose an optional mix of resources (labour and capital intensive)</li> <li>■ Quality</li> <li>■ Managing inventory and supply chain and outsourcing</li> </ul>	<b>Assessment</b>
		End of unit assessment including: <ul style="list-style-type: none"> <li>■ MCQ</li> <li>■ Data response</li> </ul>

<b>Summer Term</b>	<p><b>Teacher 1: Paper 1 exam practice &amp; Unit 9 - Assessing greater use of digital technology</b></p> <p><b>Teacher 1: Marketing</b></p> <ul style="list-style-type: none"> <li>■ Marketing objectives</li> <li>■ The value of setting marketing objectives</li> <li>■ External and internal influences on marketing objectives and decisions</li> <li>■ Market research: primary and secondary</li> <li>■ The value of sampling</li> <li>■ Interpreting marketing data</li> <li>■ The value of technology in gathering and analysing data</li> <li>■ Price elasticity of demand and income elasticity of demand</li> <li>■ Market segmentation, targeting and positioning</li> <li>■ Influences on target market and positioning</li> <li>■ Using the marketing mix (Product, Price, Place, Promotion, People, Physical Environment and Process)</li> <li>■ Integrated marketing mix</li> <li>■ Understanding the value of digital marketing and e-commerce</li> </ul>	<b>Assessment</b>
		End of unit assessment including: <ul style="list-style-type: none"> <li>■ MCQ</li> <li>■ Data response</li> </ul>

<b>Summer Term</b>	<ul style="list-style-type: none"> <li>■ Non-financial methods of motivation</li> <li>■ Improving employer and employee relations</li> </ul> <p><b>Teachers 2: Finance</b></p> <ul style="list-style-type: none"> <li>■ Setting financial objectives</li> <li>■ The distinction between cash flow and profit</li> <li>■ The distinction between gross profit, operating profit and profit for the year</li> <li>■ Revenue, costs and profit objectives</li> <li>■ Cash flow objectives</li> <li>■ Capital structure objectives</li> <li>■ External and internal influences on financial objectives and decisions</li> <li>■ Analysing financial performance</li> <li>■ Constructing budgets and cash flow forecasts</li> <li>■ Budgeting</li> <li>■ Breakeven charts /breakeven analysis</li> <li>■ How to analyse timings of cash inflow and cash outflows</li> <li>■ Internal and external sources of finance</li> <li>■ Advantages and disadvantages of sources of finance for long term and short-term use</li> <li>■ Methods of improving cash flow</li> <li>■ Methods of improving profit and profitability</li> <li>■ Difficulties of improving cash and profit</li> </ul> <p><b>Teacher 3: Paper 1 exam practice</b></p>	
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<b>Useful Resources for Supporting Your Child at Home:</b>	<b>Homework:</b>
<ul style="list-style-type: none"> <li>■ Tutor 2 u website / YouTube channel <a href="#">tutor2u - YouTube</a></li> <li>■ <a href="#">Exam Technique &amp; Revision Workshops for 2023 Exams   tutor2u</a></li> <li>■ Course companion – this is on teams</li> <li>■ AQA website for past papers and mark schemes <a href="#">AQA   Business   AS and A-level   Business</a></li> </ul> <p>Text Books:</p> <ul style="list-style-type: none"> <li>■ Surridge and Gillespie <a href="http://www.hoddereducation.co.uk/subjects/business-and-accounting/products/16-18/aqa-a-level-business-(surridge-and-gillespie)">www.hoddereducation.co.uk/subjects/business-and-accounting/products/16-18/aqa-a-level-business-(surridge-and-gillespie)</a></li> <li>■ John Wolinski and Gwen Coates <a href="#">Hodder Education - Educational Resources for Students &amp; Teachers</a></li> <li>■ Ian Marcousé, Andrew Hammond, Nigel Watson <a href="#">AQA Business for A Level (Marcousé): Hodder Education</a></li> </ul>	<p>Fortnightly homework is set. This will be a mixture of MCQ, Essays and Research.</p>