

A Level Business Overview (2021-22)

Year 12 – A Level Business Studies						
	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<b>Learning</b>	<p><b>Teacher 1:</b></p> <p>1.1 Introduction to the course and why businesses exist                      1.1 Mission statements, aims and objectives and why they are set                      1.1 Cost, revenues and profits                      1.2 Different forms of business ownership (public and private)                      1.2 Shareholders and share prices and market capitalisation                      1.3 The external environment – competition and market conditions                      1.3 Economic factors (interest rates, incomes and the economy)                      1.3 The environment and fair trade</p> <p><b>Teacher 2:</b></p> <p>2.1 Management and Leadership                      2.1 Management and Leadership                      2.2 Business Decision Making                      2.2 Business Decision Making                      2.3 Stakeholders                      2.3 Stakeholder influences                      3.1 Setting Marketing Objectives</p>	<p><b>Teacher 1:</b></p> <p>End of Unit 1 assessment and feedback                      4.1 Different operational objectives and the factors that influence them                      4.1 Production methods                      4.2 Operations data (labour productivity, unit costs, capacity and capacity utilisation)                      4.3 Capacity, capacity utilisation and using technology to improve it                      4.3 Efficiency, labour productivity, how to improve it and the challenges of doing so                      4.3 Lean production, JIT, JIC</p> <p><b>Teacher 2:</b></p> <p>3.2 Understanding Markets and Customers                      3.2 Market Research Methods                      3.2 Sampling                      3.2 Data and Sales Forecasting                      3.2 Elasticities (income and price)                      3.2 Market Mapping                      3.3 Market Segmentation and the STP Model                      3.3 Niche v Mass Marketing</p>	<p><b>Teacher 1:</b></p> <p>4.4 Quality, the importance of it and how to improve it (inc. QA and TQM)                      Sixth form assessments                      4.4 Challenges of improving quality and COPQ                      4.5 Ways and value of improving flexibility, speed of response and dependability                      4.5 Managing supply to match demand                      4.5 Inventory control (inc. stock control charts)</p> <p><b>Teacher 2:</b></p> <p>3.4 Marketing Mix                      3.4 Marketing Mix – Product Decisions (inc. Boston Matrix and PL Cycle)                      3.4 Marketing Mix – Pricing Decisions                      3.4 Marketing Mix – Promotional Decisions                      3.4 Marketing Mix – Placing Decisions (inc. Distribution Channels and MCD)</p>	<p><b>Teacher 1:</b></p> <p>4.5 Managing supply chains and the choice of suppliers                      End of Unit 4 assessment and feedback                      5.1 Financial objectives – cash flow and different types of profit                      5.1 Other financial objectives and the internal and external factors that influence them                      5.2 Constructing budgets and variance analysis                      5.2 Constructing, interpreting and evaluating breakeven charts</p> <p><b>Teacher 2</b></p> <p>3.4 The Integrated Marketing Mix and Influences                      3.4 Digital Marketing and E-Commerce</p> <p>6.1 HR Objectives and their value                      6.1 Influences on HR Objectives                      6.2 HR Performance – Labour Turnover, Labour Retention, Labour Productivity and Employee Costs                      6.3 Organisational Design – Organisational Charts and Job Design</p>	<p><b>Teacher 1:</b></p> <p>5.2 Creating a cash flow forecast and the timings of payable and receivables                      5.4 Ways to improve cash flow and profit and the challenges of doing so                      5.3 Sources of finance</p> <p>Revision and Exam skills</p> <p><b>Teacher 2</b></p> <p>6.3 Centralisation and Decentralisation of Decision Making                      6.3 Managing HR Flow                      6.4 Motivation and Employee Engagement (inc. financial and non-financial rewards)                      6.4 Motivational Theorists                      6.5 Employer – Employee Relations</p> <p>Revision and Exam skills</p>	<p><b>Teacher 1:</b></p> <p>Revision and Exam Skills.                      Year 12 Examinations.                      Start A2 Course:                      7.4 Analysing the External Environment: Political Change (inc. Government Policy on Enterprise, Regulation, Infrastructure and Trade)                      7.4 Analysing the External Environment: Legal Change (in. Competition Law, Labour Market Legislation and Environmental Legislation)</p> <p><b>Teacher 2:</b></p> <p>Revision and Exam Skills.                      Year 12 Examinations.                      Start A2 Course:                      7.1 Mission, Strategy and Tactics                      7.1 External Influences on Corporate Objectives and Decisions                      7.1 Strategic and Functional Decision Making                      7.1 SWOT Analysis</p>

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<b>Assessment</b>	<ul style="list-style-type: none"> <li>✓ Homework tasks</li> <li>✓ Regular in class MCQ tests</li> <li>✓ End of topics tests on: <ul style="list-style-type: none"> <li>↻ Section 1</li> <li>↻ Section 2</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>✓ Homework tasks</li> <li>✓ Regular in class MCQ tests</li> </ul>	<ul style="list-style-type: none"> <li>✓ Homework tasks</li> <li>✓ Regular in class MCQ tests</li> <li>✓ End of topics tests on: <ul style="list-style-type: none"> <li>↻ Section 3</li> <li>↻ Section 4</li> </ul> </li> <li>✓ Year 12 examinations (First Reh)</li> </ul>	<ul style="list-style-type: none"> <li>✓ Homework tasks</li> <li>✓ Regular in class MCQ tests</li> <li>✓ End of topics test on: <ul style="list-style-type: none"> <li>✓ Section 5</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>✓ Homework tasks</li> <li>✓ Regular in class MCQ tests</li> <li>✓ End of topics test on: <ul style="list-style-type: none"> <li>✓ Section 6</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>✓ Homework tasks</li> <li>✓ Regular in class MCQ tests</li> <li>✓ Year 12 examinations: <ul style="list-style-type: none"> <li>✓ Paper 1 and Paper 2</li> </ul> </li> </ul>
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A Level Business Overview (2021-22)

Year 13						
	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Learning	<p><b>Teacher 1:</b></p> <p>7.5 Analysing the External Environment : Economic Change (inc. GDP, interest rates, inflation, taxation, free trade, protectionism and fiscal/monetary intervention)</p> <p>7.5 Analysing the External Environment: Arguments for and against Globalisation</p> <p>7.5 Emerging Economies and their Importance for Businesses</p> <p>7.6 Analysing the External Environment: Social Change (inc. online business, CSR, Ethics and the Stakeholder Concept)</p> <p>7.6 Analysing the External Environment: Technological Change</p> <p><b>Teacher 2:</b></p> <p>7.2 Analysing the Internal Position of a Business: Ratio Analysis (ROCE, Liquidity, Gearing and Efficiency Ratios)</p> <p>7.2 Assessing Financial Performance over time</p> <p>9.1 Assessing a Change in Scale: Types of Growth and Retrenchment</p> <p>9.1 How to Manage and Overcome Problems relating to Growth and Retrenchment (inc. Greiner)</p> <p>9.1 The Impact of Retrenchment</p> <p>9.1 Assessing the best type of Growth</p>	<p><b>Teacher 1:</b></p> <p>7.7 Analysing the External Environment: The Competitive Environment (Porter’s Five Forces) – the implications for strategic and functional decision making</p> <p>7.8 Investment Appraisal (NPV, ARR and Payback)</p> <p>7.8 Factors Influencing Investment Decision Making</p> <p>7.8 Sensitivity Analysis</p> <p>8.1 Strategic Direction (Ansoff Matrix)</p> <p>8.2 Strategic Position (Porter’s Generic Strategies and Bowman’s Strategy Clock)</p> <p>8.2 Influences on Choice of Strategic Position</p> <p>8.2 Finding a Competitive Advantage and the difficulties of maintaining it</p> <p><b>Teacher 2:</b></p> <p>9.2 Assessing Innovation – Types of Innovation and Pressures for Innovation</p> <p>9.2 Ways of becoming Innovative</p> <p>9.2 Protecting Innovation and Intellectual Property</p> <p>9.2 The impact of Innovation on different Functional Areas</p> <p>9.4 Digital Technology – the pressures to adopt Digital Technology, The value of Digital Technology and the</p>	<p><b>Teacher 1:</b></p> <p>9.3 Internationalisation – reasons for trading in international markets</p> <p>9.3 Sourcing resources from abroad – reasons for doing it n the challenges (off-shoring and re-shoring)</p> <p>9.3 Managing an international business (inc. Bartlett and Ghoshal)</p> <p>9.3 The impact of internationalisation on functional decisions</p> <p><b>Teacher 2:</b></p> <p>10.1 Causes of Change – Internal and External, Incremental and Disruptive (inc. Lewin)</p> <p>10.1 The Value of Change</p> <p>10.1 Attributes of Flexible Organisations</p> <p>10.1 Managing Information</p> <p>10.1 Barriers to Change and how to overcome them (inc. Kotter and Schlesinger)</p>	<p><b>Teacher 1:</b></p> <p>10.3 Strategic Implementation</p> <p>10.3 Network Analysis</p> <p>10.4 Why strategies fail (inc. Strategic Drift)</p> <p>10.4 Strategic and Contingency Planning</p> <p>Revision for final A2 Exams</p> <p><b>Teacher 2:</b></p> <p>10.2 The Importance of Organisational Culture (inc. Handy and Hofstede)</p> <p>10.2 Influences on Organisational Culture</p> <p>10.2 The challenges in changing Organisational Cultures</p> <p>Revision for final A2 Exams</p>	<p><b>Teacher 1 and 2</b></p> <p>Revision for final A2 Exams</p>	<p>A2 Examinations</p>

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		impact of it on Functional Areas				
Assessment	<ul style="list-style-type: none"> <li>✓ Business Models test</li> <li>✓ Homework tasks</li> <li>✓ Regular in class MCQ tests</li> </ul>	<ul style="list-style-type: none"> <li>✓ test</li> <li>✓ Homework tasks</li> <li>✓ Regular in class MCQ tests</li> <li>✓ End of topics test on:                             <ul style="list-style-type: none"> <li>➡ Section 8</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>✓ Homework tasks</li> <li>✓ Regular in class MCQ tests</li> <li>✓ End of topics test on:                             <ul style="list-style-type: none"> <li>➡ Section 9</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>✓ Homework tasks</li> <li>✓ Regular in class MCQ tests</li> <li>✓ End of topics test on:                             <ul style="list-style-type: none"> <li>➡ Section 10</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>✓ Homework tasks</li> <li>✓ Regular in class MCQ tests</li> </ul> <p>Final A2 examinations</p>	