

| A LEVEL Subject AOs   |  | AO1<br>Knowledge  | AO2<br>Application  | AO3<br>Analysis  | AO4<br>Evaluation   |  |
|---|--|---|---|--|---|--|
| <b>Year 12; Teacher James Hamilton</b><br><b>9 Periods per fortnight</b><br><b>Exam: AS Paper 1; 90 minutes; 80 marks; AS Paper 2; 90 minutes, 80 marks</b>   | <b>Autumn 1</b><br><b>Topic: Meeting customer needs and the market</b>   | <b>Autumn 2</b><br><b>Topic: Marketing mix, Managing people and Entrepreneurs and Leaders</b> | <b>Spring 1</b><br><b>Topic: Raising finance, Financial planning and Managing finance</b> | <b>Spring 2</b><br><b>Topic: Resource management and External influences</b> | <b>Summer 1</b><br><b>Topic: Revision for UCAS mocks in year 12 classes.</b>  | <b>Summer 2</b><br><b>Topic: Theme 3 Business Decisions and Strategy</b>   |
|   | <p><b>Subject Skills;</b> In the Autumn term students will develop a solid understand of concepts such as marketing, market research and market positioning. They will be able to understand why different approaches are taken by specific companies and businesses. They will be able to apply this knowledge to numerous real-world scenarios. In addition they will be able to then link this work to the concept of the “market”, specifically looking at elasticity and how consumer demand is determined by a number of variables outside of marketing (income, budget constraint) – this then links into the concept segmentation. Marketing is expanded upon in the second half of the autumn term once an established understanding of the market has been established. An in-depth analysis of the marketing mix is provided, with links drawn to previously taught material and real-world examples. Students then progress onto the management of people and how important this is to ensure that the product is delivered to market with a specific focus on organisational design, motivation and leadership.</p> <p>In the Spring term student will develop skills in the areas of Business finance and resource management whilst also understanding the impact of external influences upon business. In this section of the syllabus students will develop subject specific skills in the areas of break-even analysis, sales forecasting and the theoretical underpinning of stock control (working capital). Students will also have a clear understanding of the impact that external influences (economic, legal and competitive) can have upon business success. The purpose of this section of the syllabus is to provide students with the fundamental skills and knowledge required to successfully run a financially viable business that can plan for a stable financial future.</p> <p><b>Learner Skills;</b> throughout the year, stress is placed on the four assessment criteria; knowledge (facts about the business theory that they must learn), application (their understanding of the context), analysis (their ability to clearly explain how the knowledge they’re citing, answer the question / problem that they’re being posed with) and evaluation (their ability to explain the other side of the argument and in so doing, provide the answer with balance).</p> |   |   |  | <p><b>Rationale:</b> By giving the first half of the summer term as ‘revision for UCAS exams’, it provides built in flexibility while keeping the intention of finishing the syllabus by Easter; always advisable in key stage 5.</p> | <p>All year 12 students to come together for the final half term to be taught the beginning of theme 3 (year 13 content) after the UCAS internal exams.</p> <p>Forward planning required for this based on retention of students carrying on between year 12 and year 13</p> |
| <p><b>Rationale:</b> For students to gain a broad education in the fundamentals of how the world of business and commerce works. By the end of the course students should be comfortable enough with the subject matter that they can undertake a related degree or progress into a paid higher apprenticeship in business/commerce. The education they receive from this course should also enable them to progress well in any workplace. These skills are also transferable to wider life and as such this course should provide students with the ability to manage their own finances in secure way.</p> |  |   |   |  |   |  |

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| <b>Year 13; Teacher James Hamilton</b><br><b>9 Periods per fortnight</b> | <b>Exam:</b> Unit 1: Marketing, People and Global Business (100 marks, 2 hours), Unit 2: Business activities, decisions and strategies (100 marks, 2 hours) and Unit 3: Investigating Business in a competitive environment (100 marks, 2 hours) | <b>Autumn 1</b><br><b>Topic: Business Objectives and strategy, Business Growth and decision-making techniques</b>  | <b>Autumn 2</b><br><b>Topic: Influences on business decisions, assessing competitiveness and managing change</b> | <b>Spring 1</b><br><b>Topic: Globalisation, Global markets and business expansion, Global marketing</b> | <b>Spring 2</b><br><b>Topic: Multi-national corporations and preparation for Paper 3 (investigating business in a global context)</b> | <b>Summer 1</b><br><b>Topic: Investigating business in a global context continued</b>   | <b>Summer 2</b><br><b>Topic: Final A-Level Exams</b> |
|  |  | <p><b>Subject Skills;</b> Throughout the course of this year students will cover a number of advanced business concepts. They will cover concepts such as business growth, strategic decision making, change management and globalisation. Students will be able to synthesise, analyse and evaluate several business contexts using the concepts that they have covered. Students will build upon their work in year 1 and be able to draw linkages between the concepts from both the previous year as well as current year. For example, the work conducted in year 1 focusing on sales forecasting links into the work conducted in year 2 on quantitative sales forecasting. This then feeds into later work relating to interpreting financial statements and ratio analysis. Students will also be required to conduct independent research in preparation for their paper 3 (investigating business in a global context). Pre-released material will be made available for the students in the November preceding the final exam. Students will be required to carry out independent research in relation to the pre-released material and then summarise their key findings from their research, linking said research to potential topics that they could be examined on. In this regard, students will be heavily involved in independent work from the middle of November through the start of May.</p> <p>Work is sequenced so that concepts build upon each other. For example, in theme 4 global business, students will first cover globalisation in order to understand the role that multi-national companies play in the modern business environment. Therefore, students will be able to demonstrate ever improving transferable skills of application, analysis and evaluation as their understanding of business concepts improve.</p> <p><b>Learner Skills;</b> throughout the year, stress is placed on the four assessment criteria; knowledge (facts about the business theory that they must learn), application (their understanding of the context), analysis (their ability to clearly explain how the knowledge they're citing, answer the question / problem that they're being posed with) and evaluation (their ability to explain the other side of the argument and in so doing, provide the answer with balance).</p> |  |   |   | <p><b>Rationale:</b> For students to gain an in-depth understanding of the pre-released material so that they can effectively apply Business Studies concepts to the case study material. Subsequently, students are developing the transferable skills of research, application and evaluation.</p> <p>This will inter-link with revision of the remainder of the specification in preparation for the exam.</p> |  |
|  |  | <p><b>Rationale:</b> For students to gain a broad education in the fundamentals of how the world of business and commerce works. By the end of the course students should be comfortable enough with the subject matter that they can undertake a related degree or progress into a paid higher apprenticeship in business/commerce. The education they receive from this course should also enable them to progress well in any workplace. These skills are also transferable to wider life and as such this course should provide students with the ability to manage their own finances in secure way.</p>  |  |   |   |   |  |