

Business Curriculum Outline 2024-2025

This outline provides a long-term overview of the knowledge and skills developed in this subject. More detailed short- and medium-term schemes of work, not published here, are available by contacting the Business Department.

	Term 1	Term 2	Term 3	Term 4	Term 5	
Year 13	<p>Unit Title: Analysing the Strategic Position of a Business.</p> <p>Knowledge:</p> <ul style="list-style-type: none"> • Mission, corporate objectives and strategy. • Analysing the existing internal position of a business to assess strengths and weaknesses: financial ratio analysis. • Analysing the existing internal position of a business to assess strengths and weaknesses: overall performance. • Analysing the external environment to assess opportunities and threats: political and legal change. • Analysing the external environment to assess opportunities and threats: the competitive environment. • Analysing strategic options: investment appraisal. <p>Skills: AO 1 /2/ 3 /4 & Quantitative Skills.</p>	<p>Unit Title: Choosing Strategic Direction.</p> <p>Knowledge:</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>Skills: AO 1 /2/ 3 /4 & Quantitative Skills.</p>	<p>Unit Title: Strategic Methods: How to Pursue Strategies.</p> <p>Knowledge:</p> <ul style="list-style-type: none"> • Assessing a change in scale. • Assessing innovation. • Assessing internationalisation. • Assessing greater use of digital technology. <p>Skills: AO 1 /2/ 3 /4 & Quantitative Skills.</p>	<p>Unit Title: Managing Strategic Change.</p> <p>Knowledge:</p> <ul style="list-style-type: none"> • Managing change. • Managing organisational culture. • Managing strategic implementation. • Problems with strategy and why strategies fail. <p>Skills: AO 1 /2/ 3 /4 & Quantitative Skills.</p>	<p>Unit Title: “Bringing it all together” - Revision of Units 1-10 & Exam Technique.</p> <p>Knowledge: Units 1/ 2/3/4/5/6/7/8/9/10</p> <p>Skills: AO 1 /2/ 3 /4 & Quantitative Skills.</p>	
	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6

Year 12	<p>Unit Title: What is Business?</p> <p>Knowledge:</p> <ul style="list-style-type: none"> • Why businesses exist. • Understanding different business forms. • Understanding that businesses operate within an external environment. <p>Skills: AO 1 /2/ 3 /4 & Quantitative Skills</p>	<p>Unit Title: Managers, Leadership and Decision Making.</p> <p>Knowledge:</p> <ul style="list-style-type: none"> • Understanding management, leadership and decision making. • Understanding management decision making. • Understanding the role and importance of stakeholders. <p>Skills: AO 1 /2/ 3 /4 & Quantitative Skills</p>	<p>Unit Title: Decision Making to Improve Marketing Performance.</p> <p>Knowledge:</p> <p>Students should consider the following throughout this section of the specification:</p> <ul style="list-style-type: none"> • how developments in technology are affecting marketing decision making and activities (eg digital marketing and the use of social media, relationship marketing and dynamic pricing). • ethical and environmental influences on marketing decisions. • market conditions and competition. • how marketing decisions help improve competitiveness. • the interrelationship between marketing decisions and other functions. <p>Skills: AO 1 /2/ 3 /4 & Quantitative Skills</p>	<p>Unit Title: Decision Making to Improve Operational Performance.</p> <p>Knowledge:</p> <p>Students should consider the following throughout this section of the specification:</p> <ul style="list-style-type: none"> • how developments in technology are affecting decision making and activities in operations (eg more online businesses, better links with customers, suppliers and inventory control). • ethical and environmental influences on operations decisions. • market conditions and competition. • how decisions in operations improve the competitiveness of a business. • the interrelationship between operational decisions and other functions. <p>Skills: AO 1 /2/ 3 /4 & Quantitative Skills</p>	<p>Unit Title: Decision Making to Improve Financial Performance.</p> <p>Knowledge:</p> <p>Students should consider the following throughout this section of the specification:</p> <ul style="list-style-type: none"> • how developments in technology are affecting financial decision making and activities (eg crowd funding). • market conditions and competition. • ethical and environmental influences on financial decisions. • how decisions in finance improve the competitiveness of the business. • the interrelationship between financial decisions and other functions. <p>Skills: AO 1 /2/ 3 /4 & Quantitative Skills</p>	<p>Unit Title: Decision Making to Improve Human Resource Performance.</p> <p>Knowledge:</p> <p>Students should consider the following throughout this section of the specification:</p> <ul style="list-style-type: none"> • how developments in technology are affecting decision making and activities in relation to human resources (eg changing the nature of work, the skills that are required and ways of working such as tele-working). • ethical and environmental influences on human resources decisions. • market conditions (including the labour market) and competition. • how human resource decisions help improve the competitiveness of a business. • the interrelationship between human resource decisions and other functions. <p>Skills: AO 1 /2/ 3 /4 & Quantitative Skills</p>
	Term 1, Term 2 & Term 3			Term 4 & Term 5		

Year 11	<p>Unit Title: Finance</p> <p>Knowledge:</p> <ul style="list-style-type: none"> • Students should understand the interdependent nature of business operations, human resources, marketing and finance. • Students should be able to give examples of how business objectives would be split into functional plans with clear links throughout. • The purpose of the finance function, its role within business and how it influences business activity. <p>Skills: AO 1/ 2/ 3 & Quantitative Skills</p>			<p>Unit Title: “Bringing it all together” - Revision of Units 1-6 & Exam Technique</p> <p>Knowledge: Units 1/ 2/3/4/5/6</p> <p>Skills: AO 1/ 2/ 3 & Quantitative Skills</p>		
	Term 1 & Term 2		Term 3 & Term 4		Term 5 & Term 6	

Year 10	<p>Unit Title: Business Operations</p> <p>Knowledge:</p> <ul style="list-style-type: none"> • Students should understand the interdependent nature of business operations, human resources, marketing and finance. • Students should be able to give examples of how business objectives would be split into functional plans with clear links throughout. • What business operations involve, their role within the production of goods and the provision of services, and how they influence business activity. <p>Skills: AO 1/ 2/ 3 & Quantitative Skills</p>	<p>Unit Title: Human Resources</p> <p>Knowledge:</p> <ul style="list-style-type: none"> • Students should understand the interdependent nature of business operations, human resources, marketing and finance. • Students should be able to give examples of how business objectives would be split into functional plans with clear links throughout. • The purpose of human resources, its role within business and how it influences business activity. <p>Skills: AO 1/ 2/ 3 & Quantitative Skills</p>	<p>Unit Title: Marketing</p> <p>Knowledge:</p> <ul style="list-style-type: none"> • Students should understand the interdependent nature of business operations, human resources, marketing and finance. • Students should be able to give examples of how business objectives would be split into functional plans with clear links throughout. • The purpose of marketing, its role within business and how it influences business activity. <p>Skills: AO 1/ 2/ 3 & Quantitative Skills</p>		
	Term 1, Term 2 & Term 3		Term 4	Term 5	Term 6
Year 9	<p>Unit Title: Business in the Real World</p> <p>Knowledge: The purpose of business activity, the role of business enterprise and entrepreneurship, and the dynamic nature of business. Students need to be aware of the impact business in the real world has on the four functional areas of business:</p> <ul style="list-style-type: none"> • business operations • human resources • marketing • finance <p>Skills: AO 1/ 2/ 3 & Quantitative Skills.</p>		<p>Unit Title: Influences on Business</p> <p>Knowledge: The importance of external influences on business and how businesses change in response to these influences. Students need to be aware of the impact influences on business have on the four functional areas of business:</p> <ul style="list-style-type: none"> • business operations • human resources • marketing • finance <p>Skills: AO 1/ 2/ 3 & Quantitative Skills</p>		

AOA A-level Business (7132)

Rationale:

Year 12 - Students of this course should study business in a variety of contexts (eg large/small, UK focused/ global, service/manufacturing) and consider:

- the importance of the context of business in relation to decision making
- the interrelated nature of business activities and how they affect competitiveness
- the competitive environment and the markets in which businesses operate
- the influences on functional decisions and plans including ethical and environmental issues
- the factors that might determine whether a decision is successful eg the quality of data and the degree of uncertainty
- how technology is changing the way decisions are made and how businesses operate and compete
- the impact on stakeholders of functional decisions and their response to such decisions
- use of non-quantitative and quantitative data in decision making (including the interpretation of index numbers and calculations such as ratios and percentages)

Year 13 - The study of strategic decision making should build on the study of decision making in the functional areas. Students should consider:

- the impact of technology on strategic decision making
- the influences of Corporate Social Responsibility, ethical and environmental issues on strategic decisions
- the difficulties in forecasting future trends
- the importance of assessing feasibility and risk when making strategic decisions
- the impact on stakeholders of strategic decisions and their response to such decisions.

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.

Students will be finally assessed by 3 examination papers – covering material from all 10 Units.

Assessment Objectives

The exams will measure how well students have achieved the following assessment objectives.

- AO1: Demonstrate knowledge of terms, concepts, theories, methods and models to show an understanding of how individuals and organisations are affected by and respond to business issues.
- AO2: Apply knowledge and understanding to various business contexts to show how individuals and organisations are affected by and respond to issues.
- AO3: Analyse issues within business, showing an understanding of the impact on individuals and organisations of external and internal influences.
- AO4: Evaluate quantitative and qualitative information to make informed judgements and propose evidence-based solutions to business issues.

Quantitative Skills

In order to be able to develop their skills, knowledge and understanding in business, students need to have acquired competence in the quantitative skills that are relevant to the subject content and which are applied in the context of a business A-level, including:

- calculate, use and understand ratios, averages and fractions
- calculate, use and understand percentages and percentage changes
- construct and interpret a range of standard graphical forms
- interpret index numbers
- calculate cost, revenue, profit and break-even
- calculate investment appraisal outcomes and interpret results
- interpret values of price and income elasticity of demand
- use and interpret quantitative and non-quantitative information in order to make decisions
- interpret, apply and analyse information in written, graphical and numerical forms.

The assessment of quantitative skills will include at least Level 2 mathematical skills as a minimum of 10% of the overall AS marks and as a minimum of 10% of the overall A-level marks. These quantitative skills may be assessed across the assessment objectives.

AOA GCSE Business (8132)

Rationale

Students apply their knowledge and understanding to different business contexts ranging from small enterprises to large multinationals and businesses operating in local, national and global contexts. Students develop an understanding of how these contexts impact on business behaviour. Students will apply their knowledge and understanding to business decision making including:

- the interdependent nature of business activity, influences on business, business operations, finance, marketing and human resources, and how these interdependencies underpin business decision making
- how different business contexts affect business decisions
- the use and limitation of quantitative and qualitative data in making business decisions.

The specification requires students to draw on the knowledge and understanding to:

- use business terminology to identify and explain business activity
- apply business concepts to familiar and unfamiliar contexts
- develop problem solving and decision making skills relevant to business
- investigate, analyse and evaluate business opportunities and issues
- make justified decisions using both qualitative and quantitative data including its selection, interpretation, analysis and evaluation, and the application of appropriate quantitative skills.

Students will be finally assessed by 2 examination papers. Paper 1 will cover material from Units 1, 2, 3, 4. Paper 2 will cover material from Units 1, 2, 5, 6.

Assessment Objectives

- AO1: Demonstrate knowledge and understanding of business concepts and issues.
- AO2: Apply knowledge and understanding of business concepts and issues to a variety of contexts.
- AO3: Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions.

Quantitative Skills

Calculations in a business context, including:

- percentages and percentage changes
- averages
- revenue, costs and profit

- gross profit margin and net profit margin ratios
- average rate of return
- cash flow forecasts, including total costs, total revenue and net cash flow.

Interpretation and use of quantitative data in business contexts to support, inform and justify business decisions, including:

- information from graphs and charts
- profitability ratios (gross profit margin and net profit margin)
- financial data, including profit and loss, average rate of return and cash flow forecasts
- marketing data, including market research data
- market data, including market share, changes in costs and changes in prices.