

Curriculum Plan A-Level Business

	Autumn half term 1	Autumn half term 2	Easter half term 1	Easter half term 2	Summer half term 1	Summer half term 2
Year 12 Teacher 1	<p><u>What is business?</u></p> <ul style="list-style-type: none"> Understanding the nature and purpose of business Understanding different business forms Understanding that businesses operate within an external environment 	<p><u>What is business?</u></p> <ul style="list-style-type: none"> Understanding the nature and purpose of business Understanding different business forms Understanding that businesses operate within an external environment 	<p><u>Decision making to improve marketing performance</u></p> <ul style="list-style-type: none"> Setting marketing objectives Understanding markets and customers Making marketing decisions: segmentation, targeting, positioning 	<p><u>Decision making to improve marketing performance</u></p> <ul style="list-style-type: none"> Making marketing decisions: segmentation, targeting, positioning Making marketing decisions: using the marketing mix 	<p><u>Decision making to improve financial performance</u></p> <ul style="list-style-type: none"> Setting financial objectives Analysing financial performance Making financial decisions: sources of finance Making financial decisions: improving cash flow and profits 	<p><u>Decision making to improve financial performance</u></p> <ul style="list-style-type: none"> Setting financial objectives Analysing financial performance Making financial decisions: sources of finance Making financial decisions: improving cash flow and profits
Year 12 Teacher 2	<p><u>Managers, leadership and decision making</u></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><u>Managers, leadership and decision making</u></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><u>Decision making to improve operational performance</u></p> <ul style="list-style-type: none"> Setting operational objectives Analysing operational performance Making operational decisions to improve performance: increasing efficiency and productivity 	<p><u>Decision making to improve operational performance</u></p> <ul style="list-style-type: none"> Making operational decisions to improve performance: improving quality Making operational decisions to improve performance: managing inventory and supply chains 	<p><u>Decision making to improve human resource performance</u></p> <ul style="list-style-type: none"> Setting human resource objectives Analysing human resource performance Making human resource decisions: improving organisational design and managing the human resource flow 	<p><u>Decision making to improve human resource performance</u></p> <ul style="list-style-type: none"> Making human resource decisions: improving motivation and engagement Making human resource decisions: improving employer-employee relations



<p>Year 13 Teacher 1</p>	<p><u>Analysing the strategic position of a business</u></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 	<p><u>Analysing the strategic position of a business</u></p> <ul style="list-style-type: none"> • Analysing the external environment to assess opportunities and threats: economic change • Analysing the external environment to assess opportunities and threats: social and technological • Analysing the external environment to assess opportunities and threats: the competitive environment • Analysing strategic options: investment appraisal 	<p><u>Strategic methods: how to pursue strategies</u></p> <ul style="list-style-type: none"> • Assessing a change in scale • Assessing innovation • Assessing internationalisation • Assessing greater use of digital technology 	<p><u>Strategic methods: how to pursue strategies</u></p> <ul style="list-style-type: none"> • Assessing a change in scale • Assessing innovation • Assessing internationalisation • Assessing greater use of digital technology 	<p><u>Exam Prep</u></p> <ul style="list-style-type: none"> • Revision 	<p><u>Exam Prep</u></p> <ul style="list-style-type: none"> • Revision
<p>Year 13 Teacher 2</p>	<p><u>Choosing strategic direction</u></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><u>Choosing strategic direction</u></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><u>Managing strategic change</u></p> <ul style="list-style-type: none"> • Managing change • Managing organisational culture • Managing strategic implementation • Problems with strategy and why strategies fail 	<p><u>Managing strategic change</u></p> <ul style="list-style-type: none"> • Managing change • Managing organisational culture • Managing strategic implementation • Problems with strategy and why strategies fail 	<p><u>Exam Prep</u></p> <ul style="list-style-type: none"> • Revision 	<p><u>Exam Prep</u></p> <ul style="list-style-type: none"> • Revision