

HIGHFIELDS SCHOOL

CURRICULUM OVERVIEW 2023-2024



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SUBJECT: A LEVEL BUSINESS STUDIES

EXAMINATION BOARD: AQA

AUTUMN TERM - YEAR 12	SPRING TERM - YEAR 12	SUMMER TERM - YEAR 12
<p>Units 1, 2 and 3</p> <p>3.1 What is business?</p> <ul style="list-style-type: none"> Nature and purpose of business Different forms of business External factors affecting demand <p>3.2 Managers, leadership and decision making</p> <ul style="list-style-type: none"> Managers, leadership and decision making Management decision making Role and importance of stakeholders <p>3.3 Decision making to improve marketing</p> <ul style="list-style-type: none"> Understanding markets and customer Segmentation, targeting and positioning Using the marketing mix <p>3.5 Decision making to improve finance</p> <ul style="list-style-type: none"> Analysing financial performance Sources of finance <p>3.6 Decision making to improve HR performance</p> <ul style="list-style-type: none"> Analysing HR performance Organisational design and HR flow 	<p>3.6 Decision making to improve HR performance</p> <ul style="list-style-type: none"> Improving motivation and engagement Improving employer-employee relations Setting HR objectives <p>3.3 Decision making to improve marketing</p> <ul style="list-style-type: none"> Using the marketing mix Setting marketing objectives <p>3.5 Decision making to improve finance</p> <ul style="list-style-type: none"> Improving cash flow and profits Setting financial objectives <p>3.4 Decision making to improve operations</p> <ul style="list-style-type: none"> Analysing operational performance Increasing efficiency and productivity Improving quality 	<p>3.4 Decision making to improve operations</p> <ul style="list-style-type: none"> Managing inventory and supply chains Setting operational objectives <p>3.7 Analysing the strategic position of a business</p> <ul style="list-style-type: none"> Investment appraisal The competitive environment <p>3.8 Choosing strategic direction</p> <ul style="list-style-type: none"> Which markets to compete in and products Choosing how to compete
<p>ASSESSMENT</p> <p>Standard Assessments</p> <ul style="list-style-type: none"> Finance Tests on Breakeven/Budgets What is Business essay Sources of finance essay <p>Module Tests</p> <ul style="list-style-type: none"> Cash flow Management Markets and Research 	<p>ASSESSMENT</p> <p>Standard Assessments</p> <ul style="list-style-type: none"> HR practice examination Marketing Mix essay School examinations <p>Module Tests</p> <ul style="list-style-type: none"> Marketing Mix Efficiency and productivity HR 	<p>ASSESSMENT</p> <p>Standard Assessments</p> <ul style="list-style-type: none"> Ansoff essay Operations essay <p>Module Tests</p> <ul style="list-style-type: none"> Investment Appraisal Competitive environment

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AUTUMN TERM - YEAR 13	SPRING TERM - YEAR 13	SUMMER TERM - YEAR 13
<p>Units 1, 2 and 3</p> <p>3.8 Choosing strategic direction</p> <ul style="list-style-type: none"> Which markets to compete in and products Choosing how to compete <p>3.9 Strategic methods</p> <ul style="list-style-type: none"> Assessing a change in scale Assessing innovation Assessing internationalisation Assessing greater use of digital technology <p>3.7 Analysing the strategic position of a business</p> <ul style="list-style-type: none"> Financial ratio analysis Mission, corporate objectives and strategy Overall performance 	<p>3.7 Analysing the strategic position of a business</p> <ul style="list-style-type: none"> External environment (Political, Legal and Economic, Social and Technological) <p>3.10 Managing strategic change</p> <ul style="list-style-type: none"> Managing change Managing organisational structure Managing strategic implementation Problems with strategy and why they fail 	<p>Review and revision for A Level Examination</p>
<p>ASSESSMENT</p> <p>Standard assessments</p> <ul style="list-style-type: none"> Ratio Analysis Strategic Direction essay <p>Module Tests</p> <ul style="list-style-type: none"> External Factors Innovation 	<p>ASSESSMENT</p> <p>Standard assessments</p> <ul style="list-style-type: none"> Economic Change essay School examinations <p>Module Tests</p> <ul style="list-style-type: none"> Managing Change External Environment 	<p>ASSESSMENT</p> <p>Range of revision materials and practice to be provided in preparation for the exam.</p>