



Department of Economics and Business

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# 2 Year Curriculum Plan A Level Business



## Knowledge

Entrepreneur, business objectives and types of business ownership.

The market – market research & positioning.

The market – demand and supply and price determination.

Price and Income elasticity of demand.

Marketing mix, branding and marketing strategy.

Managing people, recruitment and selection, organisational structure, motivation theory and leadership.

Raising finance – internal and external sources.

Liability and the business plan.

Sales forecasting, costs and revenue, break-even, budgeting.

Calculating profit and liquidity and business failure.

Resource management, productivity, capacity utilisation, stock control and quality management.

External influences – the economy, legislation and the competitive environment.



## ASSESSMENT

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

Responses demonstrate extensive depth and breadth of stakeholder perspectives with insightful reference to business-specific contextual examples.

Analyse issues within business, showing an understanding of the impact on individuals and organisations of external and internal influences

Evaluate business-related arguments and use qualitative and quantitative evidence to make informed judgements and propose evidence-based solutions to business issues

Also –

- DIRT activities.
- Independent research.
- Peer assessment.
- Effective questioning.
- Timed essays and tests in class.
- Formal, internal examinations.



Transition to A Level – strategies to encourage independent reading and research and adapt to the depth and breadth of study required at A-level.

Encourage use of subject-specific vocabulary.

Developing numerical skills through data analysis.

Formulating arguments and reasoning with peers in classroom debates and discussions.

Developing collaboration and teamwork skills whilst working with peers.

Exam specific skills – long-term memory, technique and time management.

Cognitive skills - problem solving, cause and effect, metacognition, and creativity.

Systems thinking – decision making and reasoning

Critical thinking – analysing, synthesising and reasoning skills.

Year 12



## Knowledge

Business objectives and corporate strategy – SWOT and external influences.

Growth – organic, mergers and takeovers, reasons for staying small.

Decision-making techniques – Quantitative sales forecasting, investment appraisal, decision trees, critical path analysis.

Corporate influences, culture, stakeholders/shareholders business ethics.

Interpreting financial documents and human resources.

Managing change – cause and effect and scenario planning.

Globalisation – growing economies, trade and protectionism and trade blocs.

Assessment of a country for sales or production.

Global mergers, joint ventures, competitiveness.

Global marketing, niche markets, cultural/social factors.

Multi-national corporations and ethics.



## ASSESSMENT

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

Responses demonstrate extensive depth and breadth of stakeholder perspectives with insightful reference to business-specific contextual examples.

Analyse issues within business, showing an understanding of the impact on individuals and organisations of external and internal influences

Evaluate business-related arguments and use qualitative and quantitative evidence to make informed judgements and propose evidence-based solutions to business issues

Also –

- DIRT activities.
- Independent research.
- Peer assessment.
- Effective questioning.
- Timed essays and tests in class.
- Formal, internal examinations.



## Skills

Accomplished use of subject-specific vocabulary.

Strong application of numerical skills through data analysis.

Formulating sophisticated arguments and reasoning with peers in classroom debates and discussions.

Refined collaboration and teamwork skills whilst working with peers.

Confidence in exam specific skills – long-term memory, technique and time management.

Cognitive skills – applied problem solving, consideration of cause and effect, metacognition, and creativity.

Systems thinking – applied decision making and reasoning

Critical thinking – applied analysing, synthesising and reasoning skills.

Year 13