

A Level Business



COURSE PLANNER

Roundwood A level integrated approach

A level Business: course planner

Key to teachers

Teacher 1 has a focus on Quantitative topics, the market and 'harder' business topics. Has larger split of lessons in 12 or 13 M Desborough 2019/20	Teacher 2 has a focus on Marketing and 'softer' topics R Draper 2019/20
--	--

Year 12 Autumn Term Approx

Key question focus – 1-12 Marks

Key Skills – learning knowledge and application

Topic Number	Topic	Content
1	Introduction to business Topics from: 1.5 Entrepreneurs and leaders and 1.1 Meeting customer needs	<p>1.5.3 Business objectives Introduction – what is a business and why start one? Outline and examples of objectives</p> <p>1.5.1 Role of an entrepreneur What entrepreneurs do Problems and barriers they face</p> <p>1.5.2 Entrepreneurial motives and characteristics Characteristics and skills</p>

Business course planner A level

		Motivations for becoming an entrepreneur
2		1.5.4 Forms of business Legal organisation and features The factors that lead to these forms
3	Business objectives Topics from: 3.1 Business objectives and strategy 3.4 Influences on business decisions	3.1.1 Corporate objectives Development and levels Critical appraisal of these and their presentation 3.4.1 Corporate influences The timescales on which businesses work Influences on decision-making 3.4.4 Business ethics Trade-offs between profit and ethics and how this relates to objectives
4	Business influences Topics from: 3.4 Influences on business decisions	3.4.3 Shareholders versus stakeholders Examples of stakeholders and their objectives Influences on business objectives Conflicts between stakeholders and stakeholders and the business
5		3.4.2 Corporate culture How culture is formed in relation to objectives, ethics, etc. Categorising culture and assessing its strength
6	Business strategy Topics from: 3.1 Business objectives and strategy	3.1.2 Theories of corporate strategy Ansoff, Porter, Boston Matrix Strategic and tactical decisions
7		3.1.3 SWOT analysis 3.1.4 Impact of external influences PESTLE analysis

1	Introducing the market Topics from: 1.1 Meeting customer needs 1.2 The market 2.5 External Influences	<p>1.5.5 Business choices Opportunity costs, choices and trade offs</p> <p>1.1.1 The market Mass markets and niche markets Dynamic markets</p> <p>1.2.1 Demand Introduction to the demand curve Discuss movement along and of the demand curve, and factors influencing this</p>
2		<p>1.2.2 Supply Introduction to the supply curve Discuss movement along and of the supply curve, and factors influencing this</p> <p>1.2.3 Markets Combine work in demand and supply to illustrate price determination in a market</p>
3		<p>1.2.4 Price elasticity of demand (PED) Calculation of PED Interpretation of PED and its importance to businesses</p> <p>1.2.5 Income elasticity of demand (YED) Calculation of YED Comparison contrast to PED Interpretation of YED and its importance to businesses</p>
4		<p>2.5.1 Economic influences Macroeconomic variables: inflation, exchange rates Economic policy: interest rates, taxation and government spending</p>

Business course planner A level

5	Introduction to finance Topics from: 2.1 Raising finance	2.1.1 Internal finance 2.1.2 External finance Sources and methods of finance The distinction between the two 2.1.3 Liability Legal implications Finance implications
6		2.1.4 Planning Business planning Cash flow forecasts (as stand-alone and part of the business plan) Use and limitations of cash flow forecasts
7	Business growth Topics from: 3.2 Business growth	3.2.1 Growth How and why businesses grow Problems of growth 3.2.2 Mergers and takeovers Reasons Different categories/directions 3.2.3 Organic growth Compare and contrast with mergers and takeovers, and reasons for staying small 3.2.4 Reasons for staying small Links to new, highly competitive markets Avoidance of diseconomies of scale

Year 12 Spring/Summer Term – could start earlier due to long autumn term

Key question focus – 8-20 Marks

Key Skills – Analysis and evaluation

1	Marketing Topics from: 1.3 Marketing mix and strategy	1.3.1 Product/service design Design mix and how this might change 1.3.2 Branding and promotion Types of branding Building a brand and changes in branding Generic versus branded products
2		1.3.2 Branding and promotion Types of promotion
3		1.3.3 Pricing strategies Different strategies Changes in, and factors determining, these strategies
4		1.3.4 Distribution Methods Changes in channels used 1.3.5 Marketing strategy The product life cycle and extension strategies Boston Matrix Consumer behaviour How the marketing mix changes in response
1	Introduction to sales forecasts Topics from:	2.2.1 Sales forecasting Sales forecasting purpose and factors influencing sales forecasts

Business course planner A level

	2.2 Financial planning	Difficulties with forecasting
2	Sales forecasts Topics from: 2.2 Financial planning	2.2.2 Sales, revenue and costs Calculation of fixed and variable costs, and link to sales forecasting data 2.2.3 Break-even Numerical calculation Graphical presentation and interpretation Uses and limitations of break-even analysis
3	3.3 Decision-making techniques	3.3.1 Quantitative sales forecasting Times series analysis calculations Uses and limitations of quantitative sales forecasting
4	Business finance Topics from: 2.2 Financial planning 2.3 Managing finance 3.5 Assessing competitiveness	2.2.4 Budgets Purpose and types of budgets Variance analysis Difficulties of budgeting 2.3.1 Profit Distinction between profit and cash
5		2.3.1 Profit Calculation (and link to break-even) Statement of comprehensive income (profit and loss account) – introduction and key features 3.5.1 Interpretation of financial statements Statement of comprehensive income (profit and loss account) and interested stakeholders
6		2.3.2 Liquidity Statement of financial position (balance sheet) – introduction and key features Working capital (link to cash) 3.5.1 Interpretation of financial statements

		Statement of financial position (balance sheet) and interested stakeholders
7		3.5.2 Ratio analysis Calculation and interpretation Uses and limitations
Rev	Revision for mocks	

Year 12 after mocks and year 13 Autumn Term

Key question focus – 12 and 20 Marks

Key Skills – MOPS and evaluation

1	Market Research Topics from: 1.1 Meeting customer needs	<p>1.1.2 Market research Product and market orientation Methods of market research Uses and limitations of these methods Market segmentation from market research results</p> <p>1.1.3 Market positioning How businesses use market research information</p>
2	People in business Topics from: 1.4 Managing people 3.5 Assessing competitiveness	<p>1.4.1 Approaches to staffing Individual and collective methods and approaches</p> <p>1.4.2 Recruitment, selection and training Methods Costs and benefits</p>
3		<p>1.4.3 Organisation design Key features and terminology Strengths and weaknesses of different models</p>
4		<p>1.4.4 Motivation in theory and practice Importance of motivation Motivation theories Financial and non-financial incentives</p> <p>1.4.5 Leadership Management and leadership</p>

		Types/methods Links between leadership and motivation
5		1.5.6 Moving from entrepreneur to leader Challenges
6		3.5.3 Human resources Quantitative measures of HR performance

1	Business operations Topics from: 2.4 Resource management	2.4.1 Production, productivity and efficiency Methods of production Productivity and efficiency 2.4.2 Capacity utilisation Calculation, implications and ways of improving capacity utilisation
2		2.4.3 Stock control Diagrams and key features Different methods and advantages gained from each 2.4.4 Quality management Methods, costs and benefits Links between stock control and quality management
3	Business decision-making Topics from: 3.3 Decision-making techniques 2.3 Managing finance	3.3.2 Investment appraisal Methods, calculation and interpretation Uses and limitations
4		3.3.3 Decision trees Construction and interpretation Uses and limitations
5		3.3.4 Critical Path Analysis

Business course planner A level

		Completion and interpretation Uses and limitations
6		2.3.3 Business failure Financial: link to cash, profit and liquidity Non-financial: link to the market and people

Year 13 Spring/Summer Term

Focus on pre release application for paper 3

1	Globalisation Topics from: 4.1 Globalisation	4.1.1 Growing economies Measurements of different economies and economic performance Business opportunities
2		4.1.2 International trade and business growth Specialisation of economies and business Business growth via trade
3		4.1.3 Factors contributing to increased globalisation External factors (link to PESTLE)
4		4.1.4 Protectionism Threats posed to economies and businesses and reactions to these
5		4.1.5 Trading blocs As a reaction to protectionism between countries Opportunities and threats to businesses
6	Business expansion Topics from:	4.2.1 Conditions that prompt trade Push and pull factors for businesses
7	4.2 Global markets and business expansion	4.2.4 Reasons for global mergers or joint ventures 4.2.5 Global competitiveness How this is achieved and can be enhanced through working with other businesses
8	External influences	
9	Topics from:	4.2.2 Assessment of a country as a market 4.2.3 Assessment of a country as a production location

Business course planner A level

	4.2 Global markets and business expansion	Contrast the two, and compare and contrast factors
10		2.5.2 Legislation Different areas of businesses affected by legislation Differences between legislation across countries and markets

11	4.3.1 Global Markets and Business Expansion	4.3.1 Marketing On a global scale Strategic choices for different markets
12		4.3.3 Cultural and social issues Influences on marketing strategy 4.3.4 Niche markets Features and how these interact with cultural and social issues
13	Global business Topics from:	4.4.1 The impact of MNCs Local impacts versus national impacts
14	4.4 Global industries and companies	4.4.2 Ethics Ethical discussions raised by the activities of MNCs
15		4.4.3 Controlling MNCs Possibilities and practicalities
16	Changing businesses Topics from: 3.6 Managing change	3.6.1 Causes and effects of change 3.6.2 Key factors in change Link to topics covered within this theme 3.6.3 Scenario planning Planning to reduce risk

Rev	Revision and exam preparation	Revision of Themes 1, 2, 3 and 4 Exam preparation
-----	-------------------------------	--