

# Roundwood Park School



## KS5 Business GCE A Level (Pearson Edexcel)

The aims and objectives of A Level Business are to enable students to:

- develop an enthusiasm for studying, and continuing to study, business and a holistic understanding of enterprise
- develop a critical understanding of organisations
- understand that business behaviour can be studied from a range of stakeholder perspectives
- generate enterprising and creative approaches to business opportunities, problems and issues
- be aware of the ethical dilemmas and responsibilities faced by organisations and individuals
- acquire a range of relevant business, life and work skills, including decision making, problem solving, the challenging of assumptions and critical analysis
- apply numerical skills in a range of business contexts
- develop all aspects of ASPIRE
- help develop the Roundwood Leaver.

### Assessment objectives

Students must:		% in GCE
<b>AO1</b>	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	20-22
<b>AO2</b>	Apply knowledge and understanding to various business contexts to show how individuals and organisations are affected by and respond to issues	22-24
<b>AO3</b>	Analyse issues within business, showing an understanding of the impact on individuals and organisations of external and internal influences	28-30
<b>AO4</b>	Evaluate qualitative and quantitative evidence to make informed judgements and propose evidence-based solutions to business issues	26-28
<b>Total</b>		<b>100%</b>

## Rationale

The plan is based on:

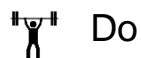
- best use of teacher skills and experience, including industry experience
- a functional area-based plan that builds knowledge across topics
- development of skills for the examination and for progression

# Super Curriculum

Text in [blue is interactive](#) – Ctrl+Click to move to topic



Read



Do



Find

<p>See our page on accessit (On RM Unify)</p> <p>Go to visual search, then business then select your area of interest</p> <p>This is always up to date with the latest suggested reading for Super Curricular.</p> <p>Read a biography of an entrepreneur</p> <p>Advised for year 12 <a href="#">Topic 1.5 Entrepreneurs and leaders</a></p>	<p>Use UniFrog to find out about a career in Economics or business. Look at the videos, information and the suggested activities you can do.</p> <p>Advised for year 12 Summer Term and Year 13 Autumn term (Links to Y12 Careers programme) <a href="#">1.4 Managing People</a></p>	<p>Use UniFrog to find out about a career in Economics or business.</p>
<p>Sign up for access to the Financial Times. Search ‘FT Schools’ and register. You have to register in school on our network – once signed up you can access anywhere for a year!</p> <p>Advised throughout. Particular relevance to <a href="#">topic 2.5 External Influences</a></p>	<p>Watch a TV programme or documentary on business. Regularly Panorama has business related stories or Dragon’s Den to get used to business performance and key terms</p> <p>Links throughout course in particular <a href="#">1.1 Meeting customer needs</a>, <a href="#">3.4 Influences on business decisions</a>, <a href="#">3.6 Managing change</a></p>	
<p>Buy a broadsheet newspaper and look at the business news. You can access these online and some newspapers that charge are free at the public library</p> <p>Advised throughout. Particular relevance to <a href="#">topic 2.5 External Influences</a> in year 12 and <a href="#">4.1 Globalisation</a> in year 13</p>	<p>Complete a MOOC or online course in a chosen area. Some are really interesting and form top universities around the world.</p> <p>Moocs on UniFrog relevant to our course are listed under Business Development, Economics or Finance</p>	<p>Find and attend a university taster course or lecture. We will advertise out some throughout the year including the excellent ones at the LSE. Also look at LIBF for courses and days about financial services.</p>
	<p>Visit the design museum, childhood museum or the Victoria and Albert Museum to look at products and services through history.</p>	

## Course Overview

### 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	Teacher 2 has a focus on Marketing and 'softer' topics
M Desborough	R Draper

## 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 1.1 Meeting customer needs	<p><b>1.5.3 Business objectives</b> Introduction – what is a business and why start one? Outline and examples of objectives</p> <p><b>1.5.1 Role of an entrepreneur</b> What entrepreneurs do Problems and barriers they face</p> <p><b>1.5.2 Entrepreneurial motives and characteristics</b> Characteristics and skills Motivations for becoming an entrepreneur</p>
2		<p><b>1.5.4 Forms of business</b> Legal organisation and features The factors that lead to these forms</p>
3	Business objectives Topics from: 3.1 Business objectives and strategy 3.4 Influences on business decisions	<p><b>3.1.1 Corporate objectives</b> Development and levels Critical appraisal of these and their presentation</p> <p><b>3.4.1 Corporate influences</b></p>

		<p>The timescales on which businesses work</p> <p>Influences on decision-making</p> <p><b>3.4.4 Business ethics</b></p> <p>Trade-offs between profit and ethics and how this relates to objectives</p>
4	<p>Business influences</p> <p>Topics from:</p> <p>3.4 Influences on business decisions</p>	<p><b>3.4.3 Shareholders versus stakeholders</b></p> <p>Examples of stakeholders and their objectives</p> <p>Influences on business objectives</p> <p>Conflicts between stakeholders and stakeholders and the business</p>
5		<p><b>3.4.2 Corporate culture</b></p> <p>How culture is formed in relation to objectives, ethics, etc.</p> <p>Categorising culture and assessing its strength</p>
6	<p>Business strategy</p> <p>Topics from:</p> <p>3.1 Business objectives and strategy</p>	<p><b>3.1.2 Theories of corporate strategy</b></p> <p>Ansoff, Porter, Boston Matrix</p> <p>Strategic and tactical decisions</p>
7		<p><b>3.1.3 SWOT analysis</b></p> <p><b>3.1.4 Impact of external influences</b></p> <p>PESTLE analysis</p>

1	<p>Introducing the market</p> <p>Topics from:</p> <p>1.1 Meeting customer needs</p> <p>1.2 The market</p> <p>2.5 External Influences</p>	<p><b>1.5.5 Business choices</b></p> <p>Opportunity costs, choices and trade offs</p> <p><b>1.1.1 The market</b></p> <p>Mass markets and niche markets</p> <p>Dynamic markets</p> <p><b>1.2.1 Demand</b></p> <p>Introduction to the demand curve</p> <p>Discuss movement along and of the demand curve, and factors influencing this</p>
2		<p><b>1.2.2 Supply</b></p> <p>Introduction to the supply curve</p> <p>Discuss movement along and of the supply curve, and factors influencing this</p>

		<p><b>1.2.3 Markets</b> Combine work in demand and supply to illustrate price determination in a market</p>
3		<p><b>1.2.4 Price elasticity of demand (PED)</b> Calculation of PED Interpretation of PED and its importance to businesses</p> <p><b>1.2.5 Income elasticity of demand (YED)</b> Calculation of YED Comparison contrast to PED Interpretation of YED and its importance to businesses</p>
4		<p><b>2.5.1 Economic influences</b> Macroeconomic variables: inflation, exchange rates Economic policy: interest rates, taxation and government spending</p>
5	<p>Introduction to finance Topics from: 2.1 Raising finance</p>	<p><b>2.1.1 Internal finance</b></p> <p><b>2.1.2 External finance</b> Sources and methods of finance The distinction between the two</p> <p><b>2.1.3 Liability</b> Legal implications Finance implications</p>
6		<p><b>2.1.4 Planning</b> Business planning Cash flow forecasts (as stand-alone and part of the business plan) Use and limitations of cash flow forecasts</p>
7	<p>Business growth Topics from: 3.2 Business growth</p>	<p><b>3.2.1 Growth</b> How and why businesses grow Problems of growth</p> <p><b>3.2.2 Mergers and takeovers</b> Reasons Different categories/directions</p> <p><b>3.2.3 Organic growth</b> Compare and contrast with mergers and takeovers, and reasons for staying small</p> <p><b>3.2.4 Reasons for staying small</b></p>

		Links to new, highly competitive markets Avoidance of diseconomies of scale
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**Joint assessment before Christmas – 2 hours**

## 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	<p>Marketing Topics from: 1.3 Marketing mix and strategy 1.1 Meeting customer needs</p>	<p><b>1.3.1 Product/service design</b> Design mix and how this might change</p> <p><b>1.3.2 Branding and promotion</b> Types of branding Building a brand and changes in branding Generic versus branded products</p>
2		<p><b>1.3.2 Branding and promotion</b> Types of promotion</p>
3		<p><b>1.3.3 Pricing strategies</b> Different strategies Changes in, and factors determining, these strategies</p>
4		<p><b>1.3.4 Distribution</b> Methods Changes in channels used</p> <p><b>1.3.5 Marketing strategy</b> The product life cycle and extension strategies Boston Matrix Consumer behaviour How the marketing mix changes in response</p>
5		<p><b>1.1.2 Market research</b> Product and market orientation Methods of market research Uses and limitations of these methods Market segmentation from market research results</p> <p><b>1.1.3 Market positioning</b> How businesses use market research information</p>



1	Introduction to sales forecasts Topics from: 2.2 Financial planning	<b>2.2.1 Sales forecasting</b> Sales forecasting purpose and factors influencing sales forecasts Difficulties with forecasting
2	Sales forecasts Topics from: 2.2 Financial planning	<b>2.2.2 Sales, revenue and costs</b> Calculation of fixed and variable costs, and link to sales forecasting data <b>2.2.3 Break-even</b> Numerical calculation Graphical presentation and interpretation Uses and limitations of break-even analysis
3	3.3 Decision-making techniques	<b>3.3.1 Quantitative sales forecasting</b> 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	<b>2.2.4 Budgets</b> Purpose and types of budgets Variance analysis Difficulties of budgeting <b>2.3.1 Profit</b> Distinction between profit and cash
5		<b>2.3.1 Profit</b> Calculation (and link to break-even) Statement of comprehensive income (profit and loss account) – introduction and key features <b>3.5.1 Interpretation of financial statements</b> Statement of comprehensive income (profit and loss account) and interested stakeholders
6		<b>2.3.2 Liquidity</b> Statement of financial position (balance sheet) – introduction and key features Working capital (link to cash) <b>3.5.1 Interpretation of financial statements</b> Statement of financial position (balance sheet) and interested stakeholders
7		<b>3.5.2 Ratio analysis</b>

		Calculation and interpretation Uses and limitations
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Rev	Revision for mocks	
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**Year 12 Mock**

## Year 12 after mocks and year 13 Autumn Term

Key question focus – 12 and 20 Marks

Key Skills – MOPS and evaluation

1	<p>People in business</p> <p>Topics from:</p> <p>1.4 Managing people</p> <p>3.5 Assessing competitiveness</p>	<p><b>1.4.1 Approaches to staffing</b></p> <p>Individual and collective methods and approaches</p> <p><b>1.4.2 Recruitment, selection and training</b></p> <p>Methods</p> <p>Costs and benefits</p>
2		<p><b>1.4.3 Organisation design</b></p> <p>Key features and terminology</p> <p>Strengths and weaknesses of different models</p>
3		<p><b>1.4.4 Motivation in theory and practice</b></p> <p>Importance of motivation</p> <p>Motivation theories</p> <p>Financial and non-financial incentives</p> <p><b>1.4.5 Leadership</b></p> <p>Management and leadership</p> <p>Types/methods</p> <p>Links between leadership and motivation</p>
4		<p><b>1.5.6 Moving from entrepreneur to leader</b></p> <p>Challenges</p>
5		<p><b>3.5.3 Human resources</b></p> <p>Quantitative measures of HR performance</p>

1	<p>Business operations</p> <p>Topics from:</p> <p>2.4 Resource management</p>	<p><b>2.4.1 Production, productivity and efficiency</b></p> <p>Methods of production</p> <p>Productivity and efficiency</p> <p><b>2.4.2 Capacity utilisation</b></p> <p>Calculation, implications and ways of improving capacity utilisation</p>
2		<p><b>2.4.3 Stock control</b></p>

		<p>Diagrams and key features</p> <p>Different methods and advantages gained from each</p> <p><b>2.4.4 Quality management</b></p> <p>Methods, costs and benefits</p> <p>Links between stock control and quality management</p>
3	<p>Business decision-making</p> <p>Topics from:</p> <p>3.3 Decision-making techniques</p>	<p><b>3.3.2 Investment appraisal</b></p> <p>Methods, calculation and interpretation</p> <p>Uses and limitations</p>
4	<p>2.3 Managing finance</p>	<p><b>3.3.3 Decision trees</b></p> <p>Construction and interpretation</p> <p>Uses and limitations</p>
5		<p><b>3.3.4 Critical Path Analysis</b></p> <p>Completion and interpretation</p> <p>Uses and limitations</p>
6		<p><b>2.3.3 Business failure</b></p> <p>Financial: link to cash, profit and liquidity</p> <p>Non-financial: link to the market and people</p>

**Year 13 Mock**

## Year 13 Spring/Summer Term

Focus on pre release application for paper 3

1	Globalisation Topics from: 4.1 Globalisation	<b>4.1.1 Growing economies</b> Measurements of different economies and economic performance Business opportunities
2		<b>4.1.2 International trade and business growth</b> Specialisation of economies and business Business growth via trade
3		<b>4.1.3 Factors contributing to increased globalisation</b> External factors (link to PESTLE)
4		<b>4.1.4 Protectionism</b> Threats posed to economies and businesses and reactions to these
5		<b>4.1.5 Trading blocs</b> As a reaction to protectionism between countries Opportunities and threats to businesses
6	Business expansion Topics from:	<b>4.2.1 Conditions that prompt trade</b> Push and pull factors for businesses
7	4.2 Global markets and business expansion	<b>4.2.4 Reasons for global mergers or joint ventures</b> <b>4.2.5 Global competitiveness</b> How this is achieved and can be enhanced through working with other businesses
8	External influences	
9	Topics from: 4.2 Global markets and business expansion	<b>4.2.2 Assessment of a country as a market</b> <b>4.2.3 Assessment of a country as a production location</b> Contrast the two, and compare and contrast factors
10		<b>2.5.2 Legislation</b> Different areas of businesses affected by legislation Differences between legislation across countries and markets

11	4.3.1 Global Markets and Business Expansion	<b>4.3.1 Marketing</b> On a global scale Strategic choices for different markets
12		<b>4.3.3 Cultural and social issues</b> Influences on marketing strategy <b>4.3.4 Niche markets</b> Features and how these interact with cultural and social issues
13	Global business Topics from: 4.4 Global industries and companies	<b>4.4.1 The impact of MNCs</b> Local impacts versus national impacts
14		<b>4.4.2 Ethics</b> Ethical discussions raised by the activities of MNCs
15		<b>4.4.3 Controlling MNCs</b> Possibilities and practicalities
16	Changing businesses Topics from: 3.6 Managing change	<b>3.6.1 Causes and effects of change</b> <b>3.6.2 Key factors in change</b> Link to topics covered within this theme <b>3.6.3 Scenario planning</b> Planning to reduce risk
Rev	Revision and exam preparation	Revision of Themes 1, 2, 3 and 4 Exam preparation