

SUBJECT: Business

YEAR: 12 and 13

HEAD OF DEPARTMENT: Mr Cole

GROUPING POLICY: Mixed Ability

EXAM BOARD: AQA

SPECIFICATION LINK: <http://www.aqa.org.uk/subjects/business-subjects/as-and-a-level/business-7131-7132>

BUSINESS & ECONOMICS - CURRICULUM INTENT:

1. To develop an awareness and natural curiosity of the Business and Economic environment with relevance to our students in Gloucestershire, South West, UK, Europe and the world.
2. To have a broad and deep understanding of the businesses, industries and cultures that students might create, own, work for, manage, lead or interact with, and the key driving factors and inhibitors that impact these environments.
3. To enhance the social capital of our students.
4. To learn how to manage current and plan future financial capability in the short, medium and long term.
5. To develop an understanding and appreciation of the interrelated nature of business and economics using models, theories and techniques to support analysis of contemporary business and economic issues and situations.
6. To develop work skills, ambition, aspiration and independent learning capacity. To select an appropriate pathway post-18 education (i.e. apprenticeship, further or higher education). To enable students to become world citizens that make a positive and constructive contribution to society.

COURSE CONTENT:

The first year of the course covers an introduction to key business areas: **marketing, operations, finance** and **human resource management**. This includes a special focus on decision making – particularly how decisions made in one area can affect the rest of the business.

Topic 1 – What is business?

Topic 2 – Managers, leadership and decision making

Topic 3 – Decision making to improve marketing performance

Topic 4 – Decision making to improve operational performance

Topic 5 – Decision making to improve financial performance

Topic 6 – Decision making to improve human resource performance

In the second year the course develops to include an investigation of the **strategic decisions** that all businesses have to make.

Topic 7 – Analysing the strategic position of a business

Topic 8 – Choosing the strategic direction

Topic 9 – Strategic methods: how to pursue strategies

Topic 10 – Managing strategic change

What will homework look like?

Homework will involve follow up research using subject specific websites, case study work, using past exam papers to practise skills and general reading of business-related current affairs.

What enrichment opportunities are available?

Students can attend the Tutor2U Revision Conference held at Cribbs Causeway. Students have the opportunity to take part in the National Student Investor Challenge, an online share trading team competition. Where possible we invite guest speakers to give presentations on a range of syllabus related topics.

ASSESSMENT

How will my child's work be assessed?

Students' understanding is assessed in a variety of ways including formal written assessment every fortnight. 'A' level grading is used and formative comments made. External exams are at the end of year 2 and cover entire content as follows:

Paper 1: Business 1

33.3% of A-level. 2 hours, 3 compulsory sections: 15 MCQs, short answer questions, an essay.

Paper 2: Business 2

33.3% of A-level. 2 hours. Data response questions.

Paper 3: Business 3

33.3% of A-level. 2 hours, one compulsory case study.

ADDITIONAL INFORMATION

How can I support my child in this subject?

Encourage your child to take an interest in business related news items and television programmes. Discussion about real life business experience can really help to develop understanding of topics covered in class.

How can I support my child with exams?

We would recommend the AQA Business revision guides and use of the Tutor2u website. Past exam papers are used in class and are also available on the AQA website and Google Classroom for students to access independently.

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<http://www.tutor2u.net/>