

	<p>Intent In year 12 students will study business in a variety of contexts (eg large/small, UK focused/ global, service/manufacturing) and consider: the importance of the context of business in relation to decision making, the interrelated nature of business activities and how they affect competitiveness, the competitive environment and the markets in which businesses operate, the influences on functional decisions and plans including ethical and environmental issues, the factors that might determine whether a decision is successful eg the quality of data and the degree of uncertainty, how technology is changing the way decisions are made and how businesses operate and compete, the impact on stakeholders of functional decisions and their response to such decisions and the use of non-quantitative and quantitative data in decision making. The knowledge of how to write 4 and 5 mark questions will be consolidated throughout each topic. To develop competency in writing 9 and 16 mark answers, evaluation skills will be practised on a regular basis and students will write a 9 or 16 mark answer at least once a fortnight, which will be given feedback by the teacher. Exam questions will all be practised in timed settings so that students learn how to manage their time in examinations. Each assessment is used to inform future learning in the next topic, allowing teachers to gauge which concepts will need further development through exam technique work</p>					
<p>A Level Business Studies</p>						
<p>Year 12</p>	<p>3.1 What is business? (ASN Sept to Nov)</p>	<p>3.2 Managers, leadership and decision making (SCE Sept to Oct)</p>	<p>3.3 Decision making to improve marketing performance (ASN Nov to Feb)</p>	<p>3.4 Decision making to improve operational performance (SCE Nov to Feb)</p>	<p>3.5 Decision making to improve financial performance (SCE Mar to May)</p>	<p>3.6 Decision making to improve human resource performance (ASN Mar to May)</p>
<p>Knowledge (facts, information, concepts and key terminology)</p>	<p>To include: Business objectives, the importance of profit, the reasons for choosing different forms of business, influences on share price changes and how the external environment can affect costs and demand.</p>	<p>To include: Types of management and leadership styles, scientific decision making, decision trees, influences on decision making, stakeholders and how to manage the relationship with different stakeholders.</p>	<p>To include: Setting marketing objectives, making marketing decisions, including: segmentation, targeting, positioning, using the marketing mix</p>	<p>To include: Setting operational objectives, analysing operational performance, making operational decisions to improve performance, including: increasing efficiency and productivity, improving quality, managing inventory and supply chains</p>	<p>To include: Setting financial objectives, analysing financial performance, making financial decisions, including: sources of finance, improving cash flow and profits</p>	<p>To include: Setting human resource objectives, analysing human resource performance, making human resource decisions, including: managing the human resource flow, improving motivation, engagement and improving employer-employee relations</p>
<p>Understanding (ability to connect and synthesise knowledge within a context)</p>	<p>Students will develop an understanding of the nature and purpose of business, the different business forms and that businesses operate within an external environment.</p>	<p>Students will develop an understanding of management, leadership and decision making, management decision making and the role and importance of stakeholders.</p>	<p>Students will understand how developments in technology are affecting marketing decision making and activities, ethical and environmental influences on marketing decisions, market conditions and competition, how marketing decisions help improve competitiveness and the interrelationship between marketing decisions and other functions.</p>	<p>Students will understand how developments in technology are affecting decision making and activities in operations, ethical and environmental influences on operations decisions, market conditions and competition, how decisions in operations improve the competitiveness of a business and the interrelationship between operational decisions and other functions.</p>	<p>Students will understand how developments in technology are affecting financial decision making and activities, market conditions and competition, ethical and environmental influences on financial decisions, how decisions in finance improve the competitiveness of the business and the interrelationship between financial decisions and other functions.</p>	<p>Students will understand how developments in technology are affecting decision making and activities in relation to human resources, ethical and environmental influences on human resources decisions, market conditions and competition, how human resource decisions help improve the competitiveness of a business and the interrelationship between human resource decisions and other functions.</p>
<p>Skills (successful application of knowledge and understanding to a specific task)</p>	<p>Students will be able to;</p> <ul style="list-style-type: none"> • 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. • Apply knowledge and understanding to various business contexts to show how individuals and organisations are affected by and respond to issues. • Analyse issues within business, showing an understanding of the impact on individuals and organisations of external and internal influences. • Evaluate quantitative and qualitative information to make informed judgements and propose evidence-based solutions to business issues. 					
<p>Formal Assessments (those done by all/vast majority of the cohort)</p>	<p>Written assessment in October (Yr12 Assessment 1) consisting of questions from previous AQA As Paper 1 and Paper 2 Business Studies examinations focusing on the content covered to date. U to A grading given.</p>	<p>Written assessment in Nov (Yr12 Assessment 2) consisting of questions from previous AQA As Paper 1 and Paper 2 Business Studies examinations focusing on the content covered to date. U to A grading given.</p>	<p>Written assessment in Feb (Yr12 Assessment 3) consisting of questions from previous AQA As Paper 1 and Paper 2 Business Studies examinations focusing on the content covered to date. U to A grading given. Yr12 end of year assessment in May consisting of a Paper 1 and Paper 2 AQA As Business Studies examination paper. U to A grading given.</p>			
<p>By the end of the year students on course for at least a grade C will be able to:</p> <ul style="list-style-type: none"> • Demonstrate mostly accurate and appropriate knowledge and understanding of a range of business terms, concepts, theories, methods and models • make reasonable use of the business context • Provide developed chains of reasoning, but connections between cause and consequences/effects are not always complete • Make judgements or propose solutions to business issues that have some support using quantitative or qualitative information and some attempt to weigh up arguments • Address some of the demands of the question 						