

Year: 12

Subject: A level Business

Autumn Term		
Overarching Topic: The nature and purpose of business		
What has come before and what comes later:	As students start the course we begin by looking at core business principles such as legal structures, business plans, aims and objectives, missions and values and marketing	
	Core	Extension
The Big Questions (What questions will students be able to answer upon mastery of the topic?)	<ul style="list-style-type: none">• What is the purpose of businesses?• What are aims and objectives?• How important are missions and values?• How does a business select its legal structure?• What is the difference between the public and private sector?• How important are shareholders in businesses?• What are the key factors which affect share prices?• How do businesses use PESTLE?• What are marketing objectives?• How does a business set out to achieve its marketing objectives?• What are the 7Ps?• How does price elasticity of demand impact on a business?• How is marketing data used in decision making?• How does a business analyse its product portfolio?• How is segmentation, targeting and positioning used by businesses?• How are channels of distribution used by businesses as a USP?• How can a business effectively promote its product or service?• What pricing strategies should a business adopt?• How are leaders and managers different?	<ul style="list-style-type: none">• Explain one reason why a large PLC looking to expand has a primary objective of profit maximisation• Analyse one way in which a large multinational furniture retailer opening in the area may affect a medium sized furniture retailer.• Explain advantages and disadvantages of being on a high street and in a shopping centre

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	<ul style="list-style-type: none">• What are the different types of leadership style that are exhibited?• What is the principle behind Blake Mouton's theory?• How do businesses make decisions?• What is scientific decision making?• What are stakeholders?• How can stakeholder mapping be used to inform business communication strategies?	
	Skill/Technique	How students will develop and demonstrate this
Key skills	<ul style="list-style-type: none">• Basic calculations of revenue and profit• Calculation of market capitalisation• Calculation of PED and IED• Calculation of capacity utilisation• Use of decision trees• Use of stakeholder mapping	<ul style="list-style-type: none">• Use of exemplar and case study based questions where students will be required to apply formulae learnt.• Use of past papers to practise key exam technique.• Research into business examples to increase students contextual understanding.