

Year: 13

Subject: A level Business

Autumn Term		
Overarching Topic: Choosing strategic direction		
What has come before and what comes later:	Students will need to reflect back on all the content from year 12 in this unit, using all knowledge to inform how businesses choose to base their strategy.	
	Core	Extension
The Big Questions (What questions will students be able to answer upon mastery of the topic?)	<ul style="list-style-type: none"> <li>• How does a business set its missions, objectives and strategy?</li> <li>• What is the importance of cascading its objectives?</li> <li>• What is a balance sheet?</li> <li>• What is an income statement?</li> <li>• What is ratio analysis?</li> <li>• How is ratio analysis used in business decision making?</li> <li>• What is SWOT analysis?</li> <li>• How do businesses use SWOT analysis?</li> <li>• How is a business's internal position analysed?</li> <li>• What are core competencies?</li> <li>• How can a business adopt Elkington's triple bottom line?</li> <li>• How does economic change impact on a business?</li> <li>• How do changes in the political environment impact on businesses?</li> <li>• How does legislation affect the ways a business functions?</li> <li>• What current social changes affect businesses?</li> <li>• Technological change can result in a business getting behind why might that be?</li> <li>• How does the government ensure that the market remains competitive?</li> </ul>	<ul style="list-style-type: none"> <li>• Can you judge a business position based purely on quantitative information?</li> <li>• Are any of the factors of PESTLE more important than others for business success?</li> <li>• Can a business be successful without considering its external environment constantly?</li> </ul>

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	<ul style="list-style-type: none"><li>• Why might a business need to undertake investment appraisal?</li><li>• What are the methods of investment appraisal?</li><li>• How is Ansoff's matrix used by a business to change strategic direction?</li><li>• How can Porter's generic strategies inform the strategic positioning of a business?</li><li>• How can Bowman's strategic clock be used by a business?</li></ul>	
	Skill/Technique	How students will develop and demonstrate this
Key skills	<ul style="list-style-type: none"><li>• Calculation of key financial ratios for profitability, liquidity and gearing.</li><li>• Calculation of NPV, ARR and payback period</li><li>• Analysis of calculated data</li><li>• Use of data to answer long answer questions</li><li>• Long answer question technique</li><li>• MCQ question technique</li></ul>	<ul style="list-style-type: none"><li>• Use of exemplar and case study based questions where students will be required to apply formulae learnt.</li><li>• Use of past papers to practise key exam technique.</li><li>• Research into business examples to increase students contextual understanding.</li></ul>