

Dagenham Park Subject Curriculum	
Subject	A Level Business
Year Group	12/13
Overview	<p>Exam Board – EDEXCEL</p> <p>Overview – The Pearson Edexcel Level 3 Advanced GCE in Business is structured into four themes and consists of three externally examined papers. Students are introduced to business in Themes 1 and 2 through building knowledge of core business concepts and applying them to business contexts to develop a broad understanding of how businesses work. Breadth and depth of knowledge and understanding, with applications to a wider range of contexts and more complex business information, are developed in Themes 3 and 4, requiring students to take a more strategic view of business opportunities and issues. Students are encouraged to use an enquiring, critical and thoughtful approach to the study of business, to understand that business behaviour can be studied from a range of perspectives and to challenge assumptions.</p> <p>Theme 1 – Marketing and people. Students will develop an understanding of meeting customer needs, the market, marketing mix and strategy, managing people and, entrepreneurs and leaders.</p> <p>Theme 2 – Managing business activities. Students will develop an understanding of raising finance, financial planning, managing finance, resource management and external influences.</p> <p>Theme 3 – Business decisions and strategy. This theme develops the concepts introduced in Theme 2. Students will develop an understanding of business objectives and strategy, business growth, decision-making techniques, influences on business decisions, assessing competitiveness and managing change.</p> <p>Theme 4 - Global business. This theme develops the concepts introduced in Theme 1. Students will develop an understanding of globalisation, global markets and business expansion, global marketing and, global industries and companies (multinational corporations).</p> <p>Unit Assessment –</p> <p>Paper 1: Marketing, people and global businesses - will assess marketing, people and global businesses. Questions will be drawn from Themes 1 and 4, and from local, national and global contexts.</p> <p>Paper 2: Business activities, decisions and strategy - will assess business finance and operations, business decisions and strategy. Questions will be drawn from Themes 2 and 3, and from local, national and global contexts.</p>

	<p>Paper 3: Investigating business in a competitive environment - will assess content across all four themes. Questions will be drawn from local, national and global contexts.</p> <p>For Paper 3, there will be a pre-released context document issued on the website in November of the previous year. A new context is given to centres each year and will relate to the examination series for the following summer. The context will focus on a broad context, such as an industry or market in which businesses operate</p>
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Term by Term	
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Autumn	<p>Students will learn about Themes 1 and 2 simultaneously.</p> <p>Theme 1 content: Mass and niche markets Dynamic markets Competition, risk and uncertainty Market research Market positioning Demand and supply Price and income elasticity Product and service design Branding and promotion</p> <p>Theme 2 content: Internal and external finance Liability Business planning Cashflow forecasting Sales forecasting Sales, revenue and costs Break even Budgets Financial statements Profit v Liquidity</p> <p>There will also be a lesson each week on quantitative skills and wider reading.</p> <p>Year 13</p> <p>Students will learn about Themes 3 and 4 simultaneously and there will be one lesson each week revising topics learnt in year 12.</p> <p>Theme 3 content: Corporate objectives and corporate strategy theories SWOT analysis and the impact of external influences Growth, mergers and takeovers Organic growth and reasons for staying small Quantitative sales forecasting</p>
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	<p>Investment appraisal Decision trees Critical Path analysis Corporate influences and corporate culture Shareholders v Stakeholders Business ethics Interpretation of financial statements</p> <p>Theme 4 content: Growing economies International trade and business growth Factors contributing to increased globalisation Protectionism and trading blocs Conditions that prompt trade Assessment of a country: market Assessment of a country; production location Reasons for global mergers or joint ventures Global competitiveness Global marketing Global niche markets</p>
<p>Spring</p>	<p>Year 12</p> <p>Theme 1 content: Pricing strategies Distribution Marketing strategies Approaches to staffing Recruitment, selection and training Organisational design Motivation in theory and in practice Leadership Role of the entrepreneur Entrepreneurial motives and characteristics</p> <p>Theme 2 content: Business failure Production methods Productivity and efficiency Capacity utilisation Stock control Quality management Economic influences</p> <p>Year 13</p> <p>Theme 3 content: Ratio analysis Human resources Causes and effects of change Key factors in change</p>

	<p>Scenario planning</p> <p>Theme 4 content: Cultural and social factors The impact of MNCs Business ethics in a global context Controlling MNCs</p> <p>All content for Year 13 economics is completed for February half term before revision and exam preparation based on individual and group needs</p>
Summer	<p>Year 12</p> <p>Theme 1 content: Business objectives Forms of business Business choices Moving from entrepreneur to leader</p> <p>Introduction to Theme 3 – Critical Path analysis and Decision Trees</p> <p>Theme 2 content: Economic influences Legislation The competitive environment</p> <p>Introduction to Theme 4 – International Trade</p> <p>Year 13 Exam preparation</p>
Homework	<p>Homework tasks will be set weekly on Show My Homework</p> <p>In total students should be completing at least 5 hours of additional study per week. As well as their homework they should be using the course textbook to read ahead for the next lesson. They should also go over their notes and make mind maps and revision cards and complete additional reading and research.</p> <p>As the subject is 100% examined students should try to complete as many practice questions as they can. In business it is also important to employ a range of evidence in the exam and for students to show that they understand the links between their study of sociology and wider society. Therefore, it is important for students to keep an eye on the news and read beyond the course textbook.</p>
Additional Information	<p>Some of the areas employing business graduates are:</p> <ul style="list-style-type: none"> • accountancy • advertising

	<ul style="list-style-type: none"> • banking, investment and financial services • general management • HR/personnel • management consultancy • public relations • retail management • sales and marketing. <p>Trips – In Year 13 students will attend an exam-based workshop in order to boost grades.</p>
<p>Useful Resources and links</p>	<p>Tutor2U Business Studies online You tube – there are many high-quality business tutorials available.</p> <p>Essential reading</p> <ol style="list-style-type: none"> 1. How I Made It - Rachel Bridge 2. The Tipping Point - Malcolm Gladwell 3. The Google Story - David A. Wise 4. The Toyota Way - Jeffrey Like 5. Billions of Entrepreneurs - Tarun Khanna 6. Business Stripped Bare - Sir Richard Branson 7. Sun Tzu - The Art of War for Managers - Gerald A. Michaelson 8. The Intelligent Investor - Benjamin Graham 9. No Logo - Naomi Klein 10. The Intelligent Investor- Benjamin Graham