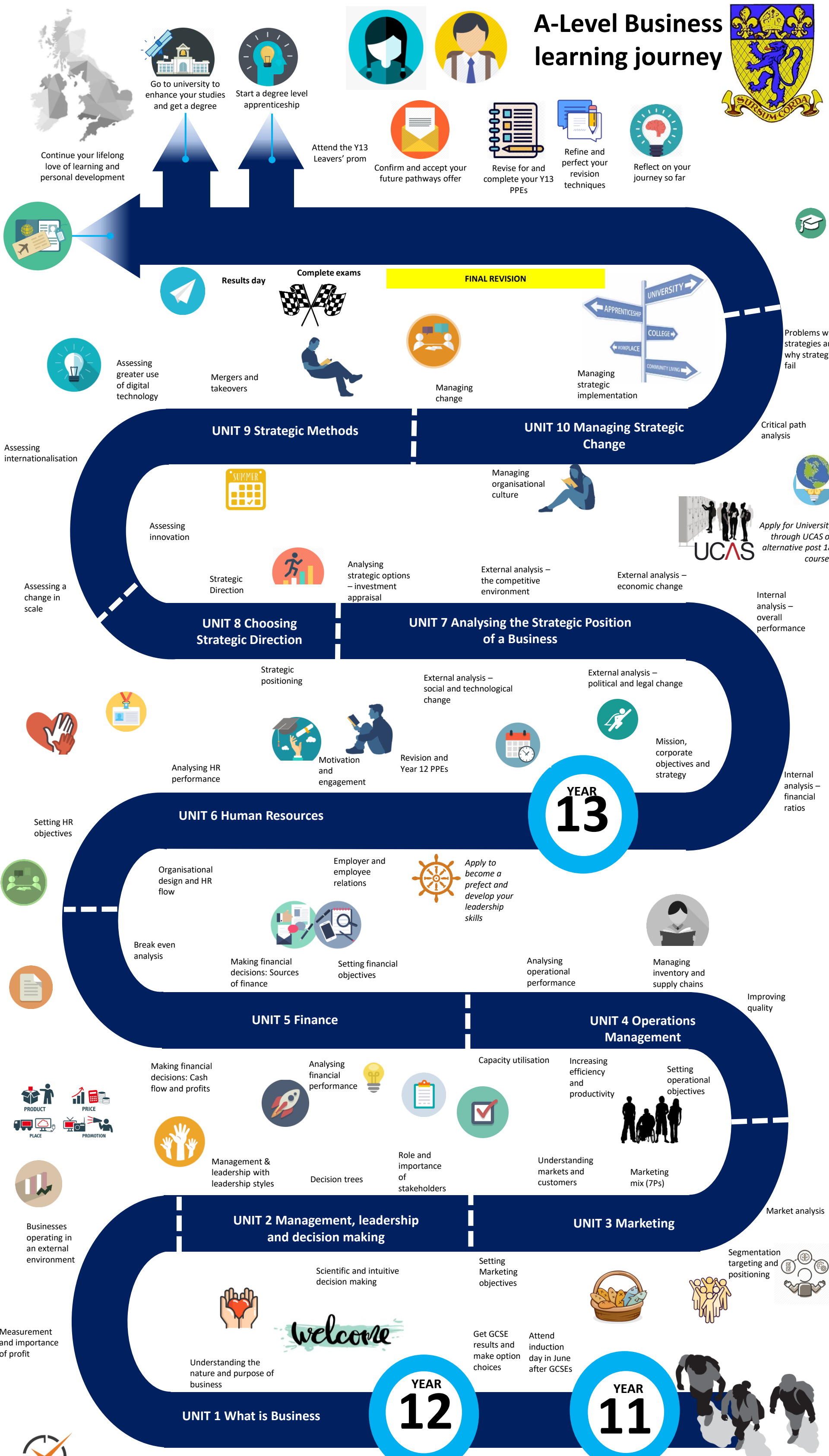


A-Level Business learning journey



Students can start this course if they have achieved a grade 6 in GCSE Business, or if have they not taken it at GCSE attained grade 5s in both Maths and English Language

YEAR 12

YEAR 11

UNIT 1 What is Business

Different business forms
Business aims and objectives
Introduction to A-Level Business

Start your A LEVEL & BTEC courses and take the linked challenges head on
Apply to Sixth Form and make initial choices – have an interview to discuss

UNIT 2 Management, leadership and decision making

Scientific and intuitive decision making
Setting Marketing objectives
Get GCSE results and make option choices
Attend induction day in June after GCSEs

UNIT 3 Marketing

Segmentation targeting and positioning
Market analysis
Improving quality

UNIT 5 Finance

Making financial decisions: Cash flow and profits
Analysing financial performance
Capacity utilisation
Increasing efficiency and productivity
Setting operational objectives
Management & leadership with leadership styles
Decision trees
Role and importance of stakeholders
Understanding markets and customers
Marketing mix (7Ps)

UNIT 4 Operations Management

Analysing operational performance
Managing inventory and supply chains
Internal analysis – financial ratios

UNIT 6 Human Resources

Organisational design and HR flow
Employer and employee relations
Apply to become a prefect and develop your leadership skills
Analysing HR performance
Motivation and engagement
Revision and Year 12 PPEs
Mission, corporate objectives and strategy
Internal analysis – overall performance

UNIT 8 Choosing Strategic Direction

Strategic positioning
External analysis – social and technological change
External analysis – political and legal change
Assessing a change in scale
Assessing innovation
Strategic Direction
Analysing strategic options – investment appraisal

UNIT 7 Analysing the Strategic Position of a Business

External analysis – the competitive environment
External analysis – economic change
Internal analysis – overall performance

UNIT 9 Strategic Methods

Assessing internationalisation
Assessing greater use of digital technology
Mergers and takeovers
Managing change
Critical path analysis

UNIT 10 Managing Strategic Change

Managing organisational culture
Managing strategic implementation
Problems with strategies and why strategies fail

YEAR 13

UNIT 11 Results day

Complete exams
Assessing greater use of digital technology
Mergers and takeovers

UNIT 12 FINAL REVISION

Managing strategic implementation
Problems with strategies and why strategies fail

Go to university to enhance your studies and get a degree
Start a degree level apprenticeship

Attend the Y13 Leavers' prom
Confirm and accept your future pathways offer
Revise for and complete your Y13 PPEs
Refine and perfect your revision techniques
Reflect on your journey so far

Continue your lifelong love of learning and personal development

Apply for University through UCAS or alternative post 18 courses

Apply to Sixth Form and make initial choices – have an interview to discuss