

AS and A Level Business

Philip Morant School

SCHEME OF WORK

AS and A level Business : scheme of work

Statement of Intent

At Philip Morant School we strive for our Business curriculum to equip all of our students with the skills necessary to progress into the next stage of their life, whatever they may choose to do. The Business curriculum is closely linked with the school vision of 'a community where everyone feels they belong and are the best they can be'. In A level Business students will study the world around them through the eyes of business. The course focuses on the different types of businesses, how they can be set up and then how they are run. In Year 13 there is a focus on how the students can think strategically, therefore giving them hope that they will be able to work in major corporations in the future. There is a natural progression from A level to degree level, therefore giving the students hope that they can move on to further study.

Substantive Knowledge

Students may not have studied business before starting the course, so we want to make sure that everyone is able to succeed therefore all of the theory on the specification is taught, but those that have studied at GCSE level will develop their understanding as the theory is more complex at A level. The beginning of the course focuses on the fundamentals of marketing and people within a business, the second section of the course looks at how to manage business activities including raising finance, and resource management. Students will study the third and fourth themes in Year 13 and these will require a much more strategic view with a focus on business decisions initially developing into global business for the final part of the course.

Disciplinary Knowledge

The key skills that Business students need to develop whilst studying business is to be able to apply knowledge into a new situation, analyse a situation and be able to evaluate options. Students will learn to apply knowledge into new situations at various points in the course when they are taught theory, but then look in different contexts. Students will learn to analyse situations and develop logical chains of argument. This means that they will be able to look at a case study and determine the implications of a decision. Students will also learn to evaluate different options with the evidence that has been provided, a skill that is transferable into a number of different subjects.

EDEXCEL A-LEVEL BUSINESS – YEAR 1

THEME 1 MARKETING AND PEOPLE		THEME 2: MANAGING BUSINESS ACTIVITIES	
Section 1.1 Meeting Customer Needs	JML	Section 2.1 Raising Finance	SBL
1. Introduction to Marketing		29. Introduction to Finance	
2. The Market		30. Sources of Finance: internal & external	
3. Market Research		31. Liability and Finance	
4. Market Positioning		32. Planning and Cash Flow	
Section 1.2 The Market	SBL	Section 2.2 Financial Planning	SBL
5. Demand		33. Sales Forecasting	
6. Supply		34. Sales, Revenue and Costs	
7. Markets and Equilibrium		35. Break-Even	
8. Price Elasticity of Demand		36. Budgets	
9. Income Elasticity of Demand		Section 2.3 Managing Finance	SBL
Section 1.3 Marketing Mix and Strategy	JML	37. Profit	
10. Product and Service Design		38. Liquidity	
11. Branding and Promotion		39. Business Failure	
12. Pricing Strategies		Section 2.4 Resource Management	VHH
13. Distribution		40. Introduction to Resource Management	
14. Product Life Cycle and Portfolio		41. Production, Productivity and Efficiency	
15. Marketing Strategy		42. Capacity Utilisation	
Section 1.4 Managing People	JML	43. Stock Control	
16. Introduction to Managing People		44. Quality Management	
17. Approaches to Staffing		2.5 External Influences	VHH

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18. Recruitment, Selection and Training		45. Economic Influences	
19. Organisational Design		46. Legislation	
20. Motivation in Theory		47. The Competitive Environment	
21. Motivation in Practice			
22. Leadership			
Section 1.5 Enterprise and Leaders	JML		
23. Role of an Entrepreneur			
24. Entrepreneurial motives & Characteristics			
25. Business Objectives			
26. Forms of Business			
27. Business Choices			
28. Moving from Entrepreneur to leader			

EDEXCEL A-LEVEL BUSINESS – YEAR 2 (Y13 2024/25)

THEME 3: BUSINESS DECISIONS AND STRATEGY			
Section 3.1 Business Decisions & Strategy		Section 3.2 Business Growth	
1. Corporate Objectives		7. Growth	
2. Corporate Strategy		8. Organic Growth	
3. Ansoff's Matrix		9. Mergers and Takeovers	
4. SWOT Analysis		10. Reasons for Staying Small	
5. Impact of External Influences		Section 3.3 Decision-making Techniques	
6. The Competitive Environment		11. Quantitative Sales Forecasting	

Section 3.4 Influences on Business Decisions		12. Investment Appraisal	
15. Corporate Influences		13. Decision Trees	
16. Corporate Culture		14. Critical Path Analysis (CPA)	
17. Shareholders versus Stakeholders		Section 3.5 Assessing Competitiveness	
18. Business Ethics		19. Interpretation of Financial Statements	
Section 3.6 Managing Change		20. Ratio Analysis	
22. Causes and Effects of Change		21. Human Resources	
23. Key Factors in Change			
24. Scenario Planning			
THEME 4: GLOBAL BUSINESS			
Section 4.2 Global markets and business expansion		Section 4.1 Globalisation	
		25 Growing economies	
32 Conditions that prompt trade		26 China vs India	
33 Assessment of a country as a market		27 Business potential in Africa	
34 Assessment of a country as a production location		28 International trade and business growth	
35 Reasons for global mergers or joint ventures		29 Factors contributing to increased globalisation	
36 Global Competitiveness		30 Protectionism	
Section 4.3 Global marketing		31 Trading blocs	
37 Global marketing		Section 4.4. Global industries & companies	
38 Global niche markets		40 The impact of multinationals	
39 Cultural and social factors in global marketing		41 Ethics in global business	
		42 Controlling multinational corporations	
		43 Quantitative skills	