



Learning Aims and Curriculum Intent:

Business is a challenging and relevant subject that will help students to understand the key issues involved in setting up, expanding and managing a business in the 21st Century. Some of these key issues are raising finance, managing people, meeting customer needs and coping with change. In Business, students will study important theories and concepts from all the main elements of a business (marketing, finance, operations and people). The course offers a management-style, skills building approach that is grounded in current business developments and concerns. Application to real businesses and market examples is important throughout the course.

Studying A level Business encourages students to:

- Develop an enthusiasm for studying business.
- Gain a holistic understanding of business in a range of contexts.
- Develop a critical understanding of organisations and their ability to meet society's needs and wants.
- Understand that business behaviour can be studied from a range of perspectives.
- Generate enterprising and creative approaches to business opportunities, problems and issues.
- Be aware of the ethical dilemmas and responsibilities faced by organisations and Individuals.
- Acquire a range of relevant business and generic skills, including decision making, problem solving, the challenging of assumptions and critical analysis
- Apply numerical skills in a range of business contexts.

We follow the Edexcel exam board specification. External assessment takes place at the end of Year 13 through three compulsory written papers:

- Paper 1: Marketing, people and global businesses. This is a two-hour paper consisting of questions drawn from themes 1 and 4, and from local, national, and global business contexts. It makes up 35% of the total qualification.
- Paper 2: Business activities, decisions and strategy. This is a two-hour paper consisting of questions drawn from themes 2 and 3, and from local, national, and global business contexts. It makes up 35% of the total qualification.
- Paper 3: Investigating business in a competitive environment. This is a two-hour paper that will assess content from all four themes as well as a pre-released context document issued on the Edexcel website in late November/early December of the previous year. It makes up 30% of the total qualification.

Term	Paper 1 Global Business	Paper 2 Business Decisions and Strategies	Skills	Assessment
Michaelmas	<p>4.1 Globalisation</p> <ul style="list-style-type: none"> - Growing economies - International trade and business growth - Factors contributing to increased globalisation - Protectionism - Trading blocs <p>4.2 Global Markets and Business Expansion</p> <ul style="list-style-type: none"> - Conditions that prompt trade - Assessment of a country and a market - Assessment of a country as a production location - Reasons for global mergers or joint ventures - Global competitiveness 	<p>3.1. Business Objectives and Strategies</p> <ul style="list-style-type: none"> - Corporate objectives - Theories of corporate strategies - SWOT analysis - Impact of external influences <p>3.2. Business Growth</p> <ul style="list-style-type: none"> - Growth - Mergers and takeovers - Organic growth - Reasons for staying small <p>3.3. Decision Making Techniques</p> <ul style="list-style-type: none"> - Quantitative sales forecasting - Investment appraisal - Decision trees - Critical path analysis 	<p>All of assessment objectives below are explicitly taught and practised with pupils in the context of Components 1, 2 and 3.</p> <p>AO 1 Demonstrate knowledge of terms, concepts, theories, methods and models to show an understanding of how individuals and organisations are affected by and respond to business issues</p> <p>AO2 Apply knowledge and understanding to various business contexts to show how individuals and organisations are affected by and respond to issues.</p> <p>AO3 Analyse issues within business, showing an understanding of the impact on individuals and organisations of external and internal influences.</p> <p>AO4 Evaluate qualitative and quantitative evidence to make informed judgements and propose evidence-based solutions to business issues.</p>	<p>Regular assessment checks and retrieval practices. This will include topic tests, class discussions, debates, planning responses to exam questions and timed exam practice.</p> <p>Common Departmental Assessment each half term for Component 1 and 2 teachers which consists of a past paper question (or a portion of one) at the discretion of the subject teacher.</p>
Lent	<p>4.3. Global Marketing</p> <ul style="list-style-type: none"> - Marketing - Global niche markets - Cultural/ social factors <p>4.4. Global Industries and Companies (Multinational Corporations)</p> <ul style="list-style-type: none"> - The impact of MNC's - Ethics - Controlling MNC's <p>Paper 3 preparation This paper that will assess content from all four themes as well as a pre-released context document issued on the Edexcel website in late November/ early December of the previous year</p>	<p>3.4 Influence on Business Decisions</p> <ul style="list-style-type: none"> - Corporate influences - Corporate culture - Shareholders vs stakeholders - Business ethics <p>3.5 Assessing Competitiveness</p> <ul style="list-style-type: none"> - Interpretations of financial statements - Ratio analysis - Human resources <p>3.6 Managing Change</p> <ul style="list-style-type: none"> - Causes and effects of change - Key factors in change - Scenario planning 	<p>As above with additional focus on examination practice for mock examinations.</p>	<p>Mock exams will take place at the start of the Lent term. For Business students will sit two separate papers, one assessing paper 1 content and another assessing them on paper 2 content. Both papers will be 2 hours long and they could be assessed on any content that they have covered so far on the course.</p> <p>Regular assessment checks and retrieval practices. This will include topic tests, class discussions, debates, planning responses to exam questions and timed exam practice.</p> <p>Common Departmental Assessment each half term for Component 1 and 2 teachers which consists of a past paper question (or a portion of one) at the discretion of the subject teacher.</p>

Trinity	Revision lessons	Revision lessons	As above with additional focus on examination practice.	<p>During the Trinity mocks Business students will sit two separate papers, one assessing paper 1 content and another assessing them on paper 2 content. Both papers will be 2 hours long. When lessons resume after mocks students will also complete a mock assessment as part of their preparation for paper 3.</p> <p>Regular assessment checks and retrieval practices. This will include topic tests, class discussions, debates, planning responses to exam questions and timed exam practice.</p> <p>Teachers will be running additional revision sessions covering exam techniques and challenging content.</p>
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Examples of Homework	<ul style="list-style-type: none"> - Paper questions or planning of longer extended writing questions. - Adding to a scrapbook (students will need to find news articles linked to topics they are studying; these will need to be stuck into their exercise book and annotated) - Re-writing of essay questions or paragraphs after teacher feedback. - Listening to podcast with comprehension. - Complete research tasks. - Prepare presentations.
Key terminology	<p>Paper 1</p> <p>Topic 4.1: Economic growth, emerging economies, Human Development Index (HDI), literacy rate, purchasing power parity (PPP), comparative advantage, competitive advantage, division of labour, exports, imports, foreign direct investment, international trade, specialisation, tariffs, globalisation, multinational companies, World Trade Organisation (WTO), administration barriers, dumping, embargo, import quota, infant industries, protectionism, subsidy, trade barriers, common market, custom union, economic and monetary union, economic union, free trade area (FTA), preferential trading area (PTA), single market, trading bloc.</p> <p>Topic 4.2: Economies of scale, labour productivity, offshoring, outsourcing, product life cycle, pull factors, push factors, risk, saturation, disposable income, exchange rate, infrastructure, reshoring, franchising, intellectual property, licensing.</p> <p>Topic 4.3: Barriers to entry, cost competitiveness, cost leadership, differentiation, economic risk, global leadership, skills shortages, glocalisation, localisation, polycentric, ethnocentric, geocentric, global niche market, cultural audit, ethnocentrism, high context cultures, low context cultures.</p> <p>Topic 4.4: Reverse engineering, transfer pricing, ethics, code of conduct, stakeholders, competition policy, direct action, naming and shaming, pressure groups, tax avoidance, tax evasion.</p> <p>Paper 2</p> <p>Topic 3.1: Corporate objectives, functional objectives, missing statement, objective, SMART, corporate strategy, distinctive capabilities, diversification, penetration, portfolio analysis, product development, external audit, internal audit, SWOT analysis, trade association, monopoly, oligopoly, PESTLE analysis.</p> <p>Topic 3.2: Diseconomies of scale, economies of scale, external economies of scale, internal economies of scale, minimum efficient scale, backwards integration, forwards integration, horizontal integration, merger, synergy, takeover, vertical integration, inorganic growth, organic growth.</p> <p>Topic 3.3: Correlation, correlation coefficient, moving averages, scatter graph, time series analysis, average rate of return (ARP), capital cost, discounted cash factor (DCF), investment, investment appraisal, net cash flow, net present value (NPV), payback period, present value, decision tree, critical path analysis, free float, earliest start time, latest finish time, network diagram, nodes, total float time.</p> <p>Topic 3.4: Asset stripping, evidence-based decision making, strategic decisions, subjective decision making, cultural dimensions, organisational culture, strong culture, external stakeholders, internal stakeholders, shareholders, corporate social responsibilities, ethical codes of practice, ethics, living wage, national minimum wage, remuneration, sanctions, trade embargos.</p> <p>Topic 3.5: Finance cost, finance income, gearing ratios, profitability, ratio analysis, return on capital employed, window dressing, labour productivity, labour retention, labour turnover, rate of absenteeism.</p> <p>Topic 3.6: Organisational change, transformational leadership, management of change, business continuity plan, risk assessment, risk mitigation plan, scenario planning, succession planning.</p>

Super-curricular enrichment and scholarly extension	<p>Read (news sites)- The Economist, The Financial Times, BBC News, International Business Times and Forbes</p> <p>Read (books) - The 7 Habits of Highly Effective People — Stephen Covey, The Five Dysfunctions of a Team — Patrick Lencioni, Think and Grow Rich – Napoleon Hill, Tools of Titans: The Tactics, Routines, and Habits of Billionaires, Icons, and World-Class Performers – Timothy Ferris, The Art Of Game Theory: How To Win Life’s Ultimate Payoffs Through The Craft Of Prediction, Influence, And Empathetic Strategy (Navigate The Labyrinth Of Decision Complexity) – Wisdom University and Legacy: What the All Blacks Can Teach Us About the Business of Life – James Kerr.</p> <p>Watch – Dragons Den, The Apprentice, All or Nothing: Arsenal, Inside the Factory, Dirty Money and Undercover Boss.</p> <p>Visit – The Bank of England, the Museum of Brands and attend public lectures at LSE.</p>	
Useful websites	<p>https://www.tutor2u.net/business</p> <p>https://www.savemyexams.com/a-level/business/edexcel/17/revision-notes/</p> <p>https://studyrocket.co.uk/revision/a-level-business-edexcel</p>	
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