



Sir John Cass Red Coat School Programme of Study – Key Stage 5
Subject: Business - A Level

Year 12	Year 13
<p><u>Topics Covered/ Areas of Focus:</u></p> <p>The AS units focus on small to medium-sized businesses operating within national, as opposed to international, markets.</p> <p><input type="checkbox"/> Unit 1 covers the issues involved in a business start-up, such as research and planning, as well as the factors that determine success.</p> <p><input type="checkbox"/> Unit 2 focuses on how established businesses might improve their effectiveness by making tactical decisions at a functional level.</p>	<p><u>Topics Covered/ Areas of Focus:</u></p> <p>The A2 units build on the AS units by considering more complex business scenarios and focusing on strategy, as opposed to tactics.</p> <p><input type="checkbox"/> Unit 3 focuses on larger businesses which may be trading in international markets, and how managers might measure the performance of the business. This unit considers functional strategies that larger businesses may adopt to achieve their objectives.</p> <p><input type="checkbox"/> Unit 4 assesses the external factors that can act as catalysts for change, and considers these in relation to a range of businesses. This unit also examines the ways in which businesses can manage change successfully when responding to external stimuli.</p> <p>Both A2 units are synoptic.</p>
<p><u>Skills Development & Expected Progress:</u></p> <p>Transferable skills underpinning the AS units include: carrying out calculations, interpreting and analysing data, applying knowledge to unfamiliar situations, developing arguments and making judgements and decisions.</p> <p>The transferable skills underpinning A2 units include: carrying out calculations, interpreting data, making and presenting arguments, making and justifying business decisions, identifying problems and proposing solutions, recognising that a problem exists, conducting research and challenging assumptions.</p> <p>Overall you will develop a critical understanding of organisations, the markets they serve and the process of adding value. This will involve consideration of the internal workings and management of organisations and, in particular, the process of decision-making in a dynamic external environment</p> <p>You will be aware that business behaviour can be studied from the perspectives of a range of stakeholders including customers, managers, creditors, owners/shareholders and employees. In addition, you will develop knowledge of the economic, environmental, ethical, governmental, legal, social and technological issues associated with business activity.</p> <p>You will acquire a range of skills, including decision making and problem solving in the light of evaluation and, where appropriate, the quantification and management of information. Be aware of the current structure of business and business practice, as reflected in events and issues affecting organisations in different sectors and environments, recognising that they face varying degrees of competition. These organisations include: large and small, manufacturing and service, local, regional, national and multinationals.</p>	
<p><u>Assessment:</u></p> <p>Unit 1 – BUSS1 Planning and Financing a Business 40% of AS, 20% of A Level 1 hour 15 minutes examination 60 marks</p>	<p><u>Assessment:</u></p> <p>Unit 3 – BUSS3 Strategies for Success 25% of A Level 1 hour 45 minutes examination 80 marks</p>

<p>Short answer questions and extended responses based on a mini case study.</p> <p>Unit 2 – BUSS2 Managing a Business 60% of AS, 30% of A Level 1 hour 30 minutes examination 80 marks Compulsory, multi-part data response questions.</p>	<p>Questions requiring extended answers based on an unseen case study drawing upon knowledge from AS units.</p> <p>Unit 4 – BUSS4 The Business Environment and Managing Change 25% of A Level 1 hour 45 minutes examination 80 marks Pre-release research tasks leading to the first section of a two section examination. Second section will consist of choice of essays. All questions will be essay style and synoptic therefore drawing upon known knowledge facts and understanding.</p>
<p><u>Literacy:</u></p> <p>Students will increase their vocabulary with an extra 1,000 words over the course of the two year programme. The vocabulary will consist of technical business terms from the following functional areas: Human Resources, Marketing, Finance and Operations and will be further enhanced by the Sixth Form 'Word of the Week'. Literacy objectives will be present in every A level lesson.</p>	
<p><u>Numeracy:</u></p> <p>Students will be required to perform a number of basic calculations with largely focus on working out percentages and percentage changes in relation to sales and market share. In the second year of the programme students will continue to perform such calculations alongside business performance ratios too such as current ratio and ROCE.</p>	
<p><u>ICT:</u></p> <p>All business classrooms are equipped with laptops and computers and students frequently use this equipment to produce business reports, letters, leaflets and posters. A range of software packages, colour printing and appropriate internet use is possible.</p>	
<p><u>Life in Modern Britain:</u></p> <ul style="list-style-type: none"> - Students are encouraged to be critical users of the internet - Students learn the benefits of democratic leadership (and these are compared with autocratic and laissez faire leadership styles) - Students learn about employment law with regard to not discriminating on the bases of sex, religion, disability, sexual orientation, national minimum wage - Classroom debating rules insist on respecting the right of all students to air their views, including students who have views that others may not agree with - Students learn about the value to businesses of segmenting the mass market and targeting customers from different age groups, locations, gender, lifestyles and faith - Students learn about the importance of financial ethics in the UK banking industry and that stakeholder trust and security is paramount - Students learn the importance of fairness and respect in the context of UK Businesses buying supplies and raw materials from countries less economically developed 	

SMSC:

Students are able to discuss current business and financial affairs from a 'profit versus ethics' angle. Students get the opportunity to plan their career development and participate in a self skills audit using our latest KUDOS Inspire Software Package. Students learn about a range of global businesses and customer profile types.

Meeting the needs of individual students & Additional Support:

Students with SEN will receive help during lessons and small group sizes allow for excellent levels of student / teacher interaction and assistance. All students are welcome at the lunch time and after school extension clubs - please refer to the current extension classes timetable

Extra-Curricular Activities & Club:

Some students will be invited to join the Career Ready Programme which is a prestigious programme, nationally recognised, involving guru lectures and a summer holiday internship. Various events will be displayed around the Business Department relating to enterprise opportunities through the Young Enterprise Company Programme and University and Apprenticeship Careers Fairs.

Independent Study/ Homework:

- Homework is set each week
- The VLE contains a number of support materials
- LC for research
- For independent study students should consider the lists in the resources for learning section.

Resources for Learning Support and VLE:

READING

- How I Made It: 40 Successful Entrepreneurs Reveal How They Made Millions - Rachel Bridge
- The Tipping Point: How Little Things Can Make a Big Difference - Malcolm Gladwell
- The Google Story - David A. Vise
- The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer - Jeffrey Liker
- Billions of Entrepreneurs: How China and India Are Reshaping Their Futures and Yours - Tarun Khanna
- Business Stripped Bare: Adventures of a Global Entrepreneur - Sir Richard Branson
- Sun Tzu - The Art of War for Managers: 50 Strategic Rules Updated for Today's Business- Gerald A. Michaelson
- The Intelligent Investor - Benjamin Graham
- No Logo - Naomi Klein
- House of Cards: How Wall Street's Gamblers Broke Capitalism – William D Cohan

WEBSITES

www.tutor2u.net www.businessstudiesonline.co.uk www.bized.co.uk www.businesscasestudies.co.uk