

The KS5 Business Curriculum (A level) – Sir John Cass Red Coat School



ENTRY CRITERIA

5 GCSE Grades A*-C including Maths and English

SUBJECT CONTENT

The AS units focus on small to medium-sized businesses operating within national, as opposed to international, markets.

- Unit 1 covers the issues involved in a business start-up, such as research and planning, as well as the factors that determine success.
- Unit 2 focuses on how established businesses might improve their effectiveness by making tactical decisions at a functional level.

The A2 units build on the AS units by considering more complex business scenarios and focusing on strategy, as opposed to tactics.

- 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.
- 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.

Both A2 units are synoptic.

Knowledge and Understanding

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.

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.

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

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.

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.

ASSESSMENT

AS level

AS Examinations

Unit 1 – BUSS1

Planning and Financing a Business

40% of AS, 20% of A Level

1 hour 15 minutes examination 60 marks

Short answer questions and extended responses based on a mini case study.

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.

A2 Examinations

Unit 3 – BUSS3

Strategies for Success

25% of A Level

1 hour 45 minutes examination 80 marks

Questions requiring extended answers based on an unseen case study drawing upon knowledge from AS units.

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.

Life in Modern Britain

- 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

Home Study & VLE

- Homework is set each week
- The VLE contains a number of support materials
- ILC for research
- For independent study students should consider the lists below:

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