Theme 1: Marketing and people

KS5 Business A level -Learning Journey

In this unit of work, students will learn about different types of market, market research and market positioning. They will learn about the factors that influence the supply of and demand for products and how this and other issues can influence the price that a consumer is willing to pay and the pricing strategies that a business chooses. Students will look in depth at how a business builds an effective marketing mix, which consists of price, place, product and promotion and how this is used to design and sell successful products. Students will study how a business manages people effectively, covering the topics of recruitment, training, motivation and leadership, in addition to learning how businesses can be organised. This theme also covers the role of entrepreneurs, the aims and objectives that businesses can set and the different legal forms of ownership of a business.

Theme 2: Managing business activities

In this unit, students will learn about how businesses raise finance and how businesses carry out their financial planning. Students will learn a number of business calculations including sales, revenue, costs, break even and formulas for budgeting. Students will also learn to analyse business accounts using calculations to judge the profitability and cash position of a business. Students will learn how a business uses their resources to make sure they're running efficiently (including learning how to calculate various measures of efficiency), providing the level of quality that customers expect, and that they're using the most appropriate method of production. Students will then look at the influences on a business including the economy, the law and competition, investigating why some businesses thrive while

Theme 3: Business decisions and strategy

In this unit, students will learn about how businesses set goals and then develop strategies to achieve those goals. Students will learn how businesses analyse factors from both inside and outside the business to make sure that the strategies that they set are realistic and achievable. Students will then learn about various methods of business growth which includes organic growth and takeovers, while considering the advantages and disadvantages of these methods and growth overall. Students will develop the numerical skills to use past data to predict what might happen in the future to forecast sales, to predict business success and to choose between investment projects. They will also learn how businesses plan complex projects so that they run efficiently and to schedule. This unit then goes on to consider the different cultures that organisations may have, the impact that businesses can have on various groups of people and the ethical and moral dilemmas that business owners and leaders may have to tackle. Students will build on their knowledge of accounting calculations from Theme 2, to be able to analyse the borrowing of a business and further profitability measures, in addition to being able to calculate how effective and efficient the staff of a business are. Students will also learn how businesses can be affected by, and can prepare for, change.

Theme 4: Global business

In this unit, students will explore how the economy of a country can affect a business and the impact of international trade and globalisation. Students will consider how a business needs to adapt its marketing and promotion in a global marketplace, how businesses make decisions about where to locate production and the advantages and disadvantages of operating in a variety of markets. This unit covers a wide variety of global issues and factors including politics, culture, language, the law, competition, the impact of business on a range of global stakeholders and the ethics of operating globally.

KS5 Enrichment &

stories.

How do you

analyse real

accounts and

calculate how

how do you

well your

employees

are working?

read and

business

financial

<u>Trips</u> Real world links are formed by using current business news

Guest speakers will be used for talks and Q&A sessions either in person or remotely. **ICAEW** competition is entered by Year 12 Pupils.

Exams

lessons.

3 Exams are taken at the end of Year 13: Paper 1: This examines Themes 1 and 4 Paper 2: This examines Themes 2 and 3 Paper 3: This examines all four themes. For Paper 3 there is a pre-release research theme which requires students to carry out in-depth research into an industry, supported through

Do you have the courage to take risks and

Why are more and more businesses trading

internationally and what impact does trading

groups such as the EU and others have?

step out of your comfort zone?

Theme 4:

Global

Managing

Assessing

change

business

Post 18 Learning Routes:

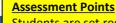
University

- Apprenticeships
- Jobs



How do multinational business affect local communities and whole countries and what are the ethical issues that arise from this? And how are these large businesses controlled?

What are the good and bad things about trading internationally and how do businesses enter foreign markets?



report.

Decision-

making

techniques

How does a business make

forecasts to choose the best

option? And how are complex

projects planned do that they

decisions using financial

don't over-run?

Courage

Financial planning

Students are set regular homework tasks which include exam-style essay responses which are assessed with feedback provided to students, this is alongside students completing the monthly FTSE

What are the different methods that a business can use to grow? And why do some businesses buy

other businesses?

advertise and sell and business internationally and what are the factors that need to be considered?

How do businesses set goals and what strategies do they use to achieve them? How do businesses analyse their current situation (and how they're affected by things inside and outside the business) to make sure their decisions are the right ones?

Business objectives

and strategy

Do you have the courage to set ambitious goals?

This symbol

denotes

where

calculations

are required

Global

How does a business

marketing

competitiveness

Wider reading:

See the theory come to life at bbc.co.uk/business Reading a few stories a week really helps to understand the theory in a real-world context

Every week two students host "in the news" where an article is selected from a broadsheet and discussed in class led by the pair.

Influences on business decisions

How is a business affected by

change and how can a business

plan effectively so that they're

prepared for when things change?

Globalisation

What influences the decisions that a business makes. How can the views of different people have an impact on what a business does. And what is a "corporate culture"?

Business growth

Global markets

expansion

How do things outside the business such as the economy, the law, the environment and competitors affect a business?

Resource

management

Theme 3: **Business** decisions and strategy

Where does a business get money from and how do businesses make sure they've always got enough cash to operate?

Theme 2:

Managing

business

activities

Raising finance

How do businesses predict how much they'll sell? And how does a business calculate their revenue, costs and profit, as well as how much they need to sell to break even? Why are budgets important to a business? Managing finance

Do you have the courage to make important

decisions once you've got all the information?

What are the various types of profit and how are they calculated? What does "liquidity" mean and why is it important that a business is aware of its liquidity? How can liquidity cause a business to fail and what else might cause a business to fail?

What are the different ways of organising workers and machinery to produce goods? And how does a business calculate how efficient it is at producing goods?

External

influences

Entrepreneurs and leaders

Would you have the courage to be an entrepreneur and start your own business?

Managing people

Courage

Marketing mix and strategy

The market

Meeting customer needs

Theme 1 **Marketing and** people

entrepreneur and what are the different ways of owning a business? How do businesses set goals and make decisions about the best way to achieve their

What is an

goals?

How do businesses recruit and train employees? And how do they make sure that their employees want to work hard? How are businesses organised and what different types of leaders are there?

How do businesses decide on their products, the price they charge, how they advertise and where they sell the products (and how does it get there)?

What influences how much of something businesses make and how much of something customers are willing to buy? And what impact does this have on the prices we pay?

What are markets and what are the different types of markets? How do businesses find out what customers want and make sure they provide it?

KEY STAGE 4 Knowledge of Business from studying the **Edexcel GCSE 9-1 Business course.**