

# Subject: A'level Business Studies

## Year 12 (Modules, Topics)

Term 1	Term 2	Term 3
<p><b>Theme 1: Marketing and people</b></p> <p>In this theme, students are introduced to the market, explore the marketing and people functions and investigate entrepreneurs and business start-up.</p> <p>1.1 Meeting Customer Needs 1.2 Market</p> <p><b>Theme 2: Managing business activities</b></p> <p>In this theme, students explore the finance and operations functions, and investigate external influences on business.</p> <p>2.1 Raising Finance 2.2 Financial Planning</p>	<p><b>Theme 1: Marketing and people</b></p> <p><b>1.3 Marketing Mix and Strategy</b></p> <p>Students explore product/service design and branding and promotion. They consider factors such as social media trends and the importance of selecting the appropriate promotion strategies. Students investigate pricing strategies, marketing strategies and distribution.</p> <p><b>1.4 Managing People</b></p> <p>Students investigate different approaches to staffing, recruitment and training, organisational design, motivation in theory and practice and different styles of leadership.</p> <p><b>Theme 2: Managing business activities</b></p> <p><b>2.3 Managing Finance</b></p> <p>Students investigate profit, liquidity and business failure.</p>	<p><b>Theme 1: Marketing and people</b></p> <p><b>1.5 Entrepreneurs and Leaders</b></p> <p>Students explore the role of an entrepreneur, entrepreneur characteristics and motives, business objectives, forms of business, business choices and moving from entrepreneur to leader.</p> <p><b>Theme 2: Managing business activities</b></p> <p><b>2.5 External Influences</b></p> <p>Students explore economic influences, legislation and the competitive environment as external factors influencing the success and growth of a business.</p>

<p><b>Assessment:</b> Exam questions relating to 1.1 &amp; 1.2 and 2.1 &amp; 2.2</p>	<p>2.4 Resource Management</p> <p>Students investigate production, productivity and efficiency, capacity utilisation, stock control and quality management.</p> <p><b>Assessment:</b> Exam questions relating to 1.3 &amp; 1.4 and 2.3 &amp; 2.4</p>	<p><b>Assessment:</b> Past exam papers Themes 1 and 2</p>
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**Year 13  
(Modules, Topics)**

Term 1	Term 2	Term 3
<p><b>Theme 3: Business decisions and strategy</b></p> <p>This theme moves from functions to strategy, enabling students to develop their understanding of the core concepts and to take a strategic view of business opportunities and issues. The theme covers the causes and effects of change and how businesses mitigate risk and uncertainty.</p> <p>3.1 Business objectives and strategy 3.2 Business growth 3.3 Decision-making techniques</p> <p><b>Theme 4: Global business</b></p> <p>Students investigate businesses that trade on a global scale and explore their reasons for doing</p>	<p><b>Theme 3: Business decisions and strategy</b></p> <p>3.4 Influences on business decisions 3.5 Assessing competitiveness 3.6 Managing change</p> <p><b>Theme 4: Global business</b></p> <p>4.3 Global marketing 4.4 Global industries and companies</p>	<p><b>Paper 3: Investigating business in a competitive environment</b> – pre-release content</p>

<p>so. Students develop an understanding of the globally competitive environment and consider the ethical and moral dimensions of global business activities.</p> <p>4.1 Globalisation 4.2 Global markets and business expansion</p> <p><b>Assessment:</b> Exam questions relating to 3.1, 3.2, 3.3 and 4.1, 4.2</p>	<p><b>Assessment:</b> Exam questions relating to 3.4, 3.5, 3.6 and 4.3, 4.4.</p>	<p><b>Assessment:</b> Past exam papers Paper 1: Marketing, people and global businesses Paper 2: Business activities, decisions and strategy</p>
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