

Programme of study for Year 12 AS Business

Autumn (1 st term)	Autumn (2 nd term)	Spring (1 st term)	Spring (2 nd Term)	Summer (1 st term)	Summer (2 nd term)
Other timescale: From: Sept To: Oct	Other timescale: From: Oct To: Dec	Other timescale: From: Jan To: Feb	Other timescale: From: March To: April	Other timescale: From: April To: May	Other timescale: From: June To: July
Topic / Big Question: 3.7 Analysing the strategic position of a business	Topic / Big Question: 3.8 Choosing the strategic direction	Topic / Big Question: 3.9 Strategic methods: how to pursue strategies	Topic / Big Question: 3.10 Managing strategic change	Topic / Big Question: How to use model and analyse case studies? How to answer case study questions effectively?	Topic / Big Question: Exam papers
Skills(students should be able to do): <ul style="list-style-type: none"> • AO1: 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 • AO2: Apply knowledge and understanding to various business contexts to show how individuals and organisations are affected by and respond to issues • AO3: Analyse issues within business, showing an understanding of the impact on individuals and organisations of external and internal influences • AO4: Evaluate quantitative and qualitative information to make informed judgements and propose evidence-based solutions to business issues. 					
Key Learning Outcomes (students should know):	Key Learning Outcomes (students should know):	Key Learning Outcomes (students should know):	Key Learning Outcomes (students should know):	Key Learning Outcomes (students should know):	Key Learning Outcomes (students should know):
<ul style="list-style-type: none"> • To learn about influences on the mission of a business. • To learn about internal and external influences on corporate 	<ul style="list-style-type: none"> • To understand factors influencing which markets to compete in and which products to offer. • To understand the reasons for choosing and value of different 	<ul style="list-style-type: none"> • To learn about the pressures of innovation. • To understand the value of innovation. • To learn about ways of becoming an innovative organisation. 	<ul style="list-style-type: none"> • To learn about causes of pressures for change. • To understand the value of change. • To understand the value of a flexible organisation. 	<ul style="list-style-type: none"> • Models • Formulas • Calculation practice • Feedback and modelling • Case study practice • Real business practice 	<ul style="list-style-type: none"> • Public exams: • Paper 1 – 14th May 2024 • Paper 2 – 21st May 2024 • Paper 3 – 6th June 2024

<p>objectives and decisions.</p> <ul style="list-style-type: none"> • To learn about the links between mission, corporate objectives and strategy. • To understand the distinction between strategy and tactics. • To learn about the impact of strategic decision making on functional decision making. • To learn about internal and external influences on functional objectives and decisions. • To understand the value of SWOT (strengths, weaknesses, opportunities, threats) analysis. • To learn about how to assess the financial performance of a business using balance sheets, income statements and financial ratios. 	<p>options for strategic direction.</p> <ul style="list-style-type: none"> • To learn about how to compete in terms of benefits and price. • To learn about influences on the choice of a positioning strategy. • To learn about the value of different strategic positioning strategies. • To understand the benefits of having a competitive advantage. • To understand the difficulties of maintaining a competitive advantage. • To understand the reasons why businesses grow or retrench. • To understand the difference between organic and external growth. • To learn about how to manage issues caused by growth and retrenchment. • To learn about the impact of growth or retrenchment on the 	<ul style="list-style-type: none"> • To learn about how to protect innovation and intellectual property. • To learn about the impact of an innovation strategy on the functional areas of the business. • To learn about reasons for greater globalisation of business. • To understand the important of globalisation for business. • To understand the importance of emerging economies for business. • To learn about reasons for targeting, operating in and trading with international markets. • To understand factors influencing the attractiveness of international markets. • To learn about reasons for producing more and sourcing more resources abroad. • To learn about ways of entering international markets and value of different methods. 	<ul style="list-style-type: none"> • To understand the value of managing information and knowledge. • To learn about barriers to change. • To learn how to overcome barriers to change. • To understand the importance of organisational culture. • To learn about the influences on organisational culture. • To learn about the reasons for and problems of changing organisational culture. • To learn how to implement strategy effectively. • To understand the importance of organisational structure in strategic implementation. • To understand the value of network analysis in strategic implementation. • To learn about difficulties of strategic decision making and 		
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<ul style="list-style-type: none"> • To understand the value of financial ratios when assessing performance. • To learn about how to analyse data other than financial statements to assess the strengths and weaknesses of a business. • To understand the importance of core competences. • To learn about assessing short- and long-term performance. • The value of different measures of assessing business performance. • To learn about the impact of changes in the political and legal environment on strategic and functional decision making. • To learn about the impact of changes in the UK and the global economic 	<p>functional areas of the business.</p> <ul style="list-style-type: none"> • To assess methods and types of growth. 	<ul style="list-style-type: none"> • To learn about influences on buying, selling and producing abroad. • To learn about managing international business. • To learn about the pressures to adopt digital technology. • To understand the value of digital technology. 	<p>implementing strategy.</p> <ul style="list-style-type: none"> • To learn about planned vs emergent strategy. • To understand reasons for strategic drift. • To evaluate strategic performance. • To understand the value of strategic planning. • To learn about the value of contingency planning and crisis management. • 		
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environment on strategic and functional decision making.

- To learn about the impact of the social and technological environment on strategic and functional decision making.
- To learn about the pressures for socially responsible behaviour.
- To learn about Porter's five forces, how and why these might change, and the implications of these forces for strategic and functional decision making and profits.
- To understand financial methods of assessing an investment.
- To learn about the factors influencing investment decisions.

End of term 1 assessment to cover: Full paper mock in January	End of term 2 assessment to cover: A Level Exam Paper 1, 2 and 3	End of term 3 assessment to cover: Public exams
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Building understanding: Rationale / breakdown for your sequence of lessons:	To ensure retention and recall of AS and A2 content - there is some rebuild from AS content at beginning of year 12. Use of PLC's also develop sequence of lessons - RAG ratings. Students also know tackle the challenge concepts of strategy and build upon their prior knowledge taken from the functional areas and leadership lesson in year 12 to learn about the big decisions businesses must take to be successful.
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Reading / literacy: AQA Business textbook (Wolinski & Coates)	Reading / literacy: AQA Business textbook (Wolinski & Coates)	Reading / literacy: AQA Business textbook (Wolinski & Coates)	Reading / literacy: AQA Business textbook (Wolinski & Coates)	Reading / literacy: AQA Business textbook (Wolinski & Coates)	Reading / literacy: AQA Business textbook (Wolinski & Coates)
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Numeracy: Finance Topics	Numeracy: Market Share Calc	Numeracy: HR Data	Numeracy: Calculations, formulas	Numeracy: Interest Rates	Numeracy: Investment Appraisal
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Enrichment / opportunities to develop cultural capital (including careers, WRL and SMSC): Young Enterprise
