

Tarporley Sixth Form College



Business A Level Programme of Study

Exam Board: EDEXCEL

100% Examination

Three examinations

NAME:

**TARGET
GRADE**

**ASPIRATIONAL
GRADE**

The 'Helicopter overview' of Business A Level

Paper 1 will assess two topics, paper 2 will assess 2 topics and paper 3 is synoptic
This will be in a range of multiple choice, short context-based questions, longer context-based questions and essay questions. Paper 3 uses a pre-released case study.

Paper 1
2 hours
100 marks

Paper 2
2 hours
100 marks

Paper 3
2 hours
100 marks

Weightings of Assessment:

AO1 – 20-22%

AO2 – 22-24%

AO3 – 28-30%

AO4 – 26-28%



Your Assessment Objectives:

AO1 Knowledge	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 Application	Apply knowledge and understanding to various business contexts to show how individuals and organisations are affected by and respond to issues.
AO3 Analysis	Analyse issues within business, showing an understanding of the impact on individuals and organisations of external and internal influences.
AO4 Evaluation	Evaluate quantitative and qualitative information to make informed judgements and propose evidence-based solutions to business issues.

Your Key Topics over the Course:

Topic	Key Content	Recommended Reading:
Meeting customer needs and the market	The market, market research, market positioning, demand and supply, price elasticity, income elasticity.	The Lean Startup – Eric Ries
Marketing Mix and strategy	Product/service design, branding and promotion, pricing strategies, distribution, marketing strategy.	Principles of marketing – P Kotler
Managing people	Staffing, recruitment, selection and training, organisational design.	Human resources kit for dummies – M Messmer
Entrepreneurs and Leaders	Motivation in theory and practice, leadership, role of an entrepreneur, business objectives, forms of business, business choices, moving from entrepreneur to leader.	Effective Leadership – J Adair
Raising finance and financial planning	Internal and external finance, liability, planning, sales forecasting, sales, revenue and costs, breakeven, budgets.	Analysis for financial management – R Higgins
Managing finance and resource management	Profit, liquidity, business failure, production, productivity, efficiency, capacity utilisation, stock control, quality management.	How to talk finance – Ted Wainman
External influences	Economic influences, legislation, competition.	How the World Works – Noam Chomsky
Business objectives and strategy, business growth	Corporate objectives and strategy, SWOT analysis, growth, mergers and takeovers, organic growth, reasons for staying small.	
Decision-making	Quantitative forecasting, investment appraisal, decision trees, critical path analysis. Corporate culture and ethics.	The Grid – Matt Watkinson
Competitiveness and managing change	Financial statements, ratio analysis, HR, key factors in change, scenario planning.	Understanding financial performance – P Newton
Globalisation	Growing economics, international trade, protectionism, assessing a country, global mergers and joint ventures, marketing, cultural factors. MNCs and ethics.	Competitive Strategy – Michael E Porter

How your course is structured:

Year 12 – Autumn term 1	
- The market, market research, market positioning - Demand and supply - Price elasticity, income elasticity. Assessment 1: Timed exam q market research Assessment 2: Timed exam q demand and supply Assessment 3: Timed exam q PED	- Internal and external finance - Liability - Sales forecasting, sales, revenue and costs, breakeven. - Budgets Assessment 1: Timed exam q on internal and external finance Assessment 2: Timed Exam style questions Sales forecasting, sales, revenue and costs. Breakeven Assessment 3: Topic assessment test
Christmas Holidays	
- Product/service design - Branding and promotion - Pricing strategies - Distribution, marketing strategy. Assessment 1: Timed exam q marketing mix Assessment 2: Timed exam q pricing strategies Assessment 3: Timed exam q marketing strategy	- Profit, liquidity - Business failure - Production, productivity, efficiency - Capacity utilisation, stock control - Quality management Assessment 1: Timed q on business failure Assessment 2: Timed q on production Assessment 3: Topic assessment test
Easter Holidays	
- Staffing, Recruitment, selection and training - Organisational design - Motivation in theory and practice - Leadership, role of an entrepreneur, - Moving from entrepreneur to leader. Assessment 1: End of Timed exam q HR Assessment 2: End of Year exam	- Economic influences - Legislation, Competition - Corporate objectives and strategy - SWOT analysis Assessment 1: Timed q on economic influences Assessment 2: Timed q on corporate objectives and strategy Assessment 3: End of Year exam
Summer Holidays	

Year 13 – Autumn term 1	
- Growing economics - International trade - Protectionism Assessment 1: Timed exam q growing economies Assessment 2: Timed exam q international trade Assessment 3: Timed exam q protectionism	- Growth, mergers and takeovers - Organic growth - Quantitative forecasting - Investment appraisal, - Decision trees - Critical path analysis. Assessment 1: Timed exam q mergers and takeovers Assessment 2: Timed exam q on investment appraisal Assessment 3: Topic assessment test
Christmas Holidays	
- Assessing a country - Global mergers and joint ventures - Marketing, cultural factors - MNCs and ethics Assessment 1: Timed exam q mergers Assessment 2: Timed exam q cultural factors Assessment 3: Mock Exams	- Financial statements - Ratio analysis - HR - Scenario planning. Assessment 1: Timed exam q on ratio analysis Assessment 2: Timed exam q on scenario planning Assessment 3: Mock exams
Easter Holidays	
Revision	Revision
Summer Holidays	



Key words to learn:

Keyword	Definition
Mission	a statement of the purpose of a company
Aims	a business aim is what a business would like to achieve in the future.
Objectives	what a company expects to accomplish throughout the year
Finance	a term that encompasses a wide range of activities and disciplines revolving around the management of money and other valuable assets
Human Resources	People management in an organisation
Operations	activities involved in the running of a business for the purpose of producing value for the stakeholder
Marketing	the action or business of promoting and selling products or services, including market research and advertising
Strategy	a plan of action designed to achieve a long-term or overall aim

Top Study Tips:

Microsoft Teams.

Visit our class Teams page to review topics, download and watch revision videos. Each theme has its own dedicated channel, including one for exam practice and technique.

Use Lever Arch Folders – one for each theme of study

Use file divides to organise each topic. File your notes carefully each week – remember to date classwork so you remember the sequence of each lesson. This will make revision easier.

Use your Course Companion Booklets to make cue cards

For each unit you will get a booklet with key terms. Use the glossaries to make cue card – put the term on one side and the definition on the other - useful now and a great revision aid for later.

Type up class notes and add to them.

This is a great way to consolidate your knowledge, commit things to memory and make your knowledge deeper.

Keep revisiting work and topics

Don't simply file away and forget. Routinely to go over last term / year's work.

Read around and be excited about your subject! Use our recommendations. Use the library or borrow books from us.