

KS5 Business A level - Learning Journey

Theme 1: Marketing and people

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 others fail.

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.

KSS Enrichment & Trips

Real world links are formed by using current business news stories.

Guest speakers will be used for talks and Q&A sessions either in person or remotely. It is intended that students will visit the business of one of the speakers.

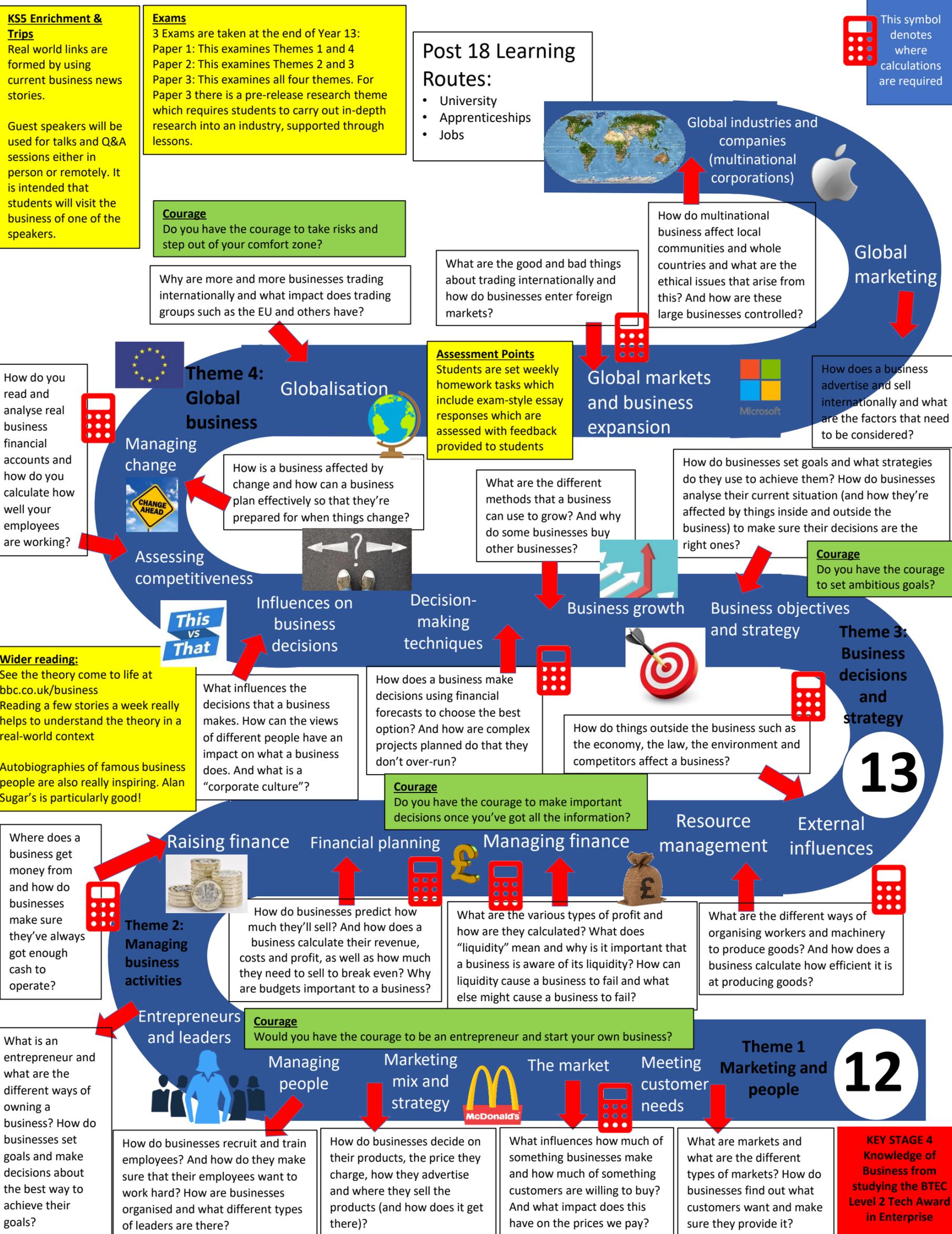
Exams

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 lessons.

Post 18 Learning Routes:

- University
- Apprenticeships
- Jobs

This symbol denotes where calculations are required



13

12

KEY STAGE 4 Knowledge of Business from studying the BTEC Level 2 Tech Award in Enterprise