


Westfield Academy - Curriculum Information

Pupils will learn how individuals, businesses, and governments make choices about allocating resources to meet needs and wants, and the impact of these decisions on society and the economy.

Business

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Lessons per 2 week cycle	A-Level - 10	
Specification/Board details/Key stage	AQA	

Term by term

Autumn 1	Spring 1	Summer 1
3.1 What Is business 3.1.1 Understanding the nature and purpose of business 3.1.2 Understanding different business forms 3.1.3 Understanding that businesses operate within an external environment 3.2 Managers, leadership and decision making 3.2.2 Understanding management decision making 3.2.3 Understanding the role and importance of stakeholders 3.3 Decision making to improve marketing	3.5 Decision making to improve financial performance 3.5.1 Setting financial objectives 3.5.2 Analysing financial performance 3.5.3 Making financial decisions: sources of finance 3.5.4 Making financial decisions: improving cash flow and profits 3.3 Decision making to improve marketing performance 3.3.4 Making marketing decisions: using the marketing mix 3.6 Decision making to improve	3.4 Decision making to improve operational performance 3.4.1 Setting operational objectives 3.4.2 Analysing operational performance 3.4.3 Making operational decisions to improve performance: increasing efficiency and productivity 3.4.4 Making operational decisions to improve performance: improving quality 3.4.5 Making operational decisions to improve performance: managing inventory and supply chains 3.6 Decision making to

<p>performance</p> <p>3.3.1 Setting marketing objectives</p> <p>3.3.2 Understanding markets and customers</p> <p>3.3.3 Making marketing decisions: segmentation, targeting, positioning</p>	<p>human resource performance</p> <p>3.6.2 Analysing human resource performance</p> <p>3.6.3 Making human resource decisions: improving organisational design and managing the human resource flow</p>	<p>improve human resource performance</p> <p>3.6.4 Making human resource decisions: improving motivation and engagement</p> <p>3.6.5 Making human resource decisions: improving employer-employee relations</p>
Autumn 2	Spring 2	Summer 2
<p>3.7.1 Mission, corporate objectives and strategy</p> <ul style="list-style-type: none"> • Influences on the Mission of a Business • Internal & External Influences on Corporate Objectives (short-termism; business ownership; external & internal environment) • Distinction between Strategy & Tactics • SWOT Analysis (Key Model) <p>3.7.2 Analysing the existing internal position of a business to assess strengths</p> <ul style="list-style-type: none"> • and weaknesses: financial ratio analysis • Financial Ratios - Profitability: Return on Capital Employed (ROCE) 	<p>3.7.3 Analysing the existing internal position of a business to assess strengths and weaknesses: overall performance</p> <ul style="list-style-type: none"> • Core Competencies (Key Model) • Assessing Performance: Short-termism v Long-term • Elkington's Triple Bottom Line (Key Model) <p>3.7.4 Analysing the external environment to assess opportunities and threats:</p> <ul style="list-style-type: none"> • political and legal change • Competition Legislation • Labour Market Legislation • Environmental Legislation • <p>3.7.5 Analysing the external environment to assess opportunities and threats:</p>	<p>3.7.7 Analysing the external environment to assess opportunities and threats: the competitive environment</p> <ul style="list-style-type: none"> • Porter's Five Forces (Key Model) <p>3.7.8 Analysing strategic options: investment appraisal</p> <ul style="list-style-type: none"> • Investment Appraisal - Payback Period • Investment Appraisal - Average Rate of Return (ARR) • Investment Appraisal - Net Present Value (NPV) • Factors Influencing Investment Decisions • Sensitivity Analysis

<ul style="list-style-type: none"> Financial Ratios - Liquidity: Current Ratio Financial Ratios - Gearing Financial Ratios - Efficiency: Payables Days Financial Ratios - Efficiency: Receivables Days Financial Ratios - Efficiency: Inventory Turnover Value of Financial Ratios in Assessing Performance <p>3.8 CHOOSING STRATEGIC DIRECTION</p> <p>3.8.1 Strategic direction: choosing which markets to compete in and what products to offer</p> <ul style="list-style-type: none"> Ansoff's Matrix (Key Model) Reasons for choosing and value of different options for strategic direction <p>3.8.2 Strategic positioning: choosing how to compete</p> <ul style="list-style-type: none"> Porter's Generic Strategies (Key Model) Influences on the Choice of Strategic Positioning 	<p>economic change</p> <ul style="list-style-type: none"> Economic Environment: Economic Growth (GDP) Economic Environment: Exchange Rates Economic Environment: Inflation Economic Environment: Fiscal & Monetary Policy Open Trade & Protectionism Reasons for Greater Globalisation of Business Importance of Globalisation for Business Importance of Emerging Economies for Business <p>3.7.6 Analysing the external environment to assess opportunities and threats:</p> <ul style="list-style-type: none"> social and technological Urbanisation and Migration Consumer Lifestyle and Buying Behaviour Growth of Online Businesses Corporate Social Responsibility (CSR) Carroll's CSR Pyramid (Key Model) Stakeholder v Shareholder Concept Technological Change and Strategy 	<p>3.10.1 Managing change</p> <ul style="list-style-type: none"> Causes and Types of Change (internal; external; incremental; disruptive) Value of Change Lewin's Force Field Analysis (Key Model) Flexible Organisations: Restructuring Flexible Organisations: Delaying Flexible Organisations: Flexible Employment Contracts Flexible Organisations: Organic Structures & Mechanistic Structures Flexible Organisations: Knowledge and information management Kotter & Schlesinger: Resistance to Change (Key Model) Kotter & Schlesinger: Overcoming Resistance to Change (Key Model) <p>3.10.2 Managing</p>
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<ul style="list-style-type: none"> • Value of different strategic positioning strategies • Competitive Advantage <p>3.9 STRATEGIC METHODS – HOW TO PURSUE STRATEGIES</p> <p>3.9.1 Assessing a change in scale</p> <ul style="list-style-type: none"> • Organic and External Growth • Retrenchment • Economies of Scale (technological; purchasing; managerial) • Economies of Scope • Diseconomies of Scale • Experience Curve (Key Model) • Synergy • Overtrading • Mergers & Takeovers • Franchising • Types of Integration (backward vertical; forward vertical; horizontal; • conglomerate integration) <p>3.9.2 Assessing innovation</p> <ul style="list-style-type: none"> • Types of Innovation (product; process) • Value of innovation 	<ul style="list-style-type: none"> • Pressure for Socially Responsible Behaviour <p>3.9.3 Assessing internationalisation</p> <ul style="list-style-type: none"> • Methods of Entering International Markets (export; licensing; alliances; direct investment) • Factors Influencing the Attractiveness of International Markets • Offshoring / Reshoring • Multinationals • Influences on buying, selling and producing abroad <p>3.9.4 Assessing greater use of digital technology</p> <ul style="list-style-type: none"> • Digital Technology – E-commerce • Digital Technology - Big Data • Digital Technology - Data Mining • Digital Technology - Enterprise Resource Planning (ERP) • Value of Digital Technology & Pressure to Adopt It • Impact of Digital Technology on the Functional Areas <p>3.10.1 Managing change</p> <ul style="list-style-type: none"> • Causes and Types of Change (internal; external; incremental; disruptive) 	<p>organisational culture</p> <ul style="list-style-type: none"> • Handy's Four Classifications of Organisational Culture (Key Model) • Importance of Organisational Culture • Influences on the Organisational Culture of a Business • Reasons for Changing Organisational Culture • Problems of Changing Organisational Culture <p>3.10.3 Managing strategic implementation</p> <ul style="list-style-type: none"> • Value of Leadership in Strategy Implementation • Value of Communication in Strategy Implementation • Importance of Organisational Structure in Strategy Implementation (functional; product-based; regional; matrix) • Network Analysis (Critical Path Analysis)
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<ul style="list-style-type: none"> • Kaizen • Research & Development • Intrapreneurship • Benchmarking • Protecting Innovation: Patents and Copyrights • Impact of Innovation on the Functional Areas of Business 	<ul style="list-style-type: none"> • Value of Change • Lewin's Force Field Analysis (Key Model) • Flexible Organisations: Restructuring • Flexible Organisations: Delaying • Flexible Organisations: Flexible Employment Contracts • Flexible Organisations: Organic Structures & Mechanistic Structures • Flexible Organisations: Knowledge and information management • Kotter & Schlesinger: Resistance to Change (Key Model) • Kotter & Schlesinger: Overcoming Resistance to Change (Key Model) 	➤ Exams
Key Skills developed	analytical thinking, critical thinking, quantitative skills, research skills, communication skills and problem solving skills	
Useful Websites	https://www.tutor2u.net/	
Reading/Literacy requirements /Key Words	Good level of English and Maths is required.	
Homework requirements	Exam style questions, case studies, independent learning	
Personal Development Links	Studying A-level Business enhances critical thinking,	

	problem-solving, communication, numeracy, research skills, and global awareness.
Trips/Visits (If applicable)	Thorpe Park Cadburys World