

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

Head of Department	E Low	
Head of Department email	elo@westfield.academy	
Lessons per 2 week cycle	A-Level - 10	
Specification/Board details/Key stage	AQA	

Term by term

Autumn 1	Spring 1	Summer 1
UNIT 3.1 <i>What is a business: Management and Marketing</i> 3.1.1 Business and objectives - Entrepreneurs - Business planning decisions - Business Objectives 3.1.2 Forms of business and stakeholders - Different forms of business - Stakeholders 3.1.3 Marketing and management - Identifying/anticipating/understanding customers needs - Demand - Target markets - Marketing objectives	UNIT 3.1 <i>What is a business: Management and Marketing</i> 3.1.4 Financial Management - Managing finance - Internal and external sources of finance - Break-even - Profit - Budgets - Cash flow and liquidity - Financial reporting - Assessing financial position and performance - Ethics in finance UNIT 3.2 Managing People and operations 3.2.1 People Management - HR	UNIT 3.2 Managing People and operations - Employee wellbeing - Employer and employee relations - Ethics in HR - Managing operations - KPI's - Efficiency - Quality - Environmental Impact on operations - Matching output and demand - Supply chain management - Inventory management

and planning - Marketing mix: - Product - Price - Place - Promotional mix - Digital technology and marketing - International marketing - Ethical issues in marketing 3.1.4 Financial Management - Managing finance - Internal and external sources of finance - Break-even - Profit - Budgets - Cash flow and liquidity - Financial reporting - Assessing financial position and performance - Ethics in finance	- HR data - Organisational design - Leadership - Developing people - Teamwork - Motivation - Methods of rewarding people	- Innovation - Project management - Scale of operations - Impact of technology on operations - Ethics in operations - Business values and culture
Autumn 2	Spring 2	Summer 2
UNIT 3.3 Business and society, business and external environment and business strategy 3.3.1 Business and society - Sustainability - CSR (Corporate social responsibility) - ESG (Environmental, Social and Governance) - Competitive environment	UNIT 3.3 Business and society, business and external environment and business strategy 3.3.3 Strategy - Strategy and planning - Influences on strategy - Selecting strategy - Implementing strategic decisions - Strategic investments - Business growth - Global strategy - Digital strategy	Revision and exam practice A-Level Exam

- Political/legal environment - Economic environment - Social environment - Technology change	- Change - Risk and uncertainty Revision and exam practice	
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)		