AQA Business A Level Learning SUCCESS COMES **Journey** ACADEMY believe | strive | achieve FROM HARDWORK Revision Term 3 **FINAL Assessment EXAMS** 3.10 MANAGING **Understanding Causes** STRATEGIC CHANGE and Types of Change; **Exam Skills** Assessing Strategic Restructuring and Understanding Planning and barriers organisational understanding why **Exam Analysis** cultures strategies fail Assessing digital technology 3.9 STRATEGIC Assessing **METHODS - HOW** globalisation and Assessing internationalisation **PURSUE STRATGIES** innovation and Choosing which how to protect Assessing the Understanding how markets to difference intellectual to have a compete in and property between competitive Organic and 3.8 CHOOSING advantage products to offer; **External Growth STRATEGIC** Ansoff's Matrix Term 2 **DIRECTION** Assessment Assessing a change Managing issues in scale; Value of with growth; Choosing how to Change Synergy and compete; Porter's Retrenchment **Generic Strategies** Analysing strategic options: investment appraisal Analysing how the competitive environment Analysing how social trends 3.7 ANALYSING THE Analysing how the impacts a business; impacts a business; Ethics **STRATEGIC** political Porter's Five Forces Corporate Social **POSITION OF A** environment Term 1 Assessing Financial Responsibility, Urbanisation **BUSINESS** impacts a business and Migration Assessment Assessing SWOT Analysing how Analysing how the Understanding technology impacts economical Analysis Mission, corporate environment objectives and impacts a business; strategy Globalisation 3.6 DECISION **MAKING TO IMPROVE HUMAN** Understanding how **RESOURCE** Term 3 to improve PERFORMANCE Understanding motivation and Setting HR **Assessment** Flexible Operations engagement Understanding how objectives to improve Customisation employer-employee Understanding how to relations Understanding Understanding Lean improve organisational Understanding Technology and **Production Theories** design and manage the Suppliers & the Operational human resource flow Supply Chain Efficiency Understanding 3.4 DECISION **MAKING TO** Understanding Understanding **IMPROVE** money internal & stock control **OPERATIONAL** External methods **PERFORMANCE** Knowing the Influences on methods of Operational Understanding the difference improving Cash Objectives between, cash and profit, Flow Sources of Finance profit and profitability Making operational Assessment calculations i.e. unit costs Calculating **Calculating Ratio** + capacity utilisation budget and **Financial Objectives** Analysis - Gross variance **Profit & Gross** Calculating, revenue, costs, Margin profit, and break even 3.5 DECISION MAKING TO **IMPROVE FINANCIAL PERFORMANCE** Term 1 **Understating Markets** Making marketing and customers to include Assessment Analysing the decisions to include Market Size, Growth and market research importance of Understanding Market Share Analysing the roles stakeholders Internal & External Influences on of managers Marketing Making marketing Setting marketing Objectives Use of Data in decisions to include **Understanding Scientific** objectives Marketing the marketing mix **Decision Making Decision Making** Analysing how the to include Price external Elasticity of MANAGEMENT, environment Demand impacts a business **LEADERSHIP AND** 3.3 DECISION MAKING TO **DECISION IMPROVE MARKETING PERFORMANCE** MAKING Understanding the legal forms a business can have Understanding the types of **Business Taster** objectives businesses can have sessions Understanding the Sixth Form nature and purpose of a Results Day Interviews business 3.1 WHAT IS BUSINESS?