AQA Business A Level Learning Journey

SUCCESS COMES FROM HARDWORK

WESTFIELD ACADEMY
believe | strive | achieve

FINAL EXAMS

Revision

Exam Skills

Exam Analysis

Term 3 Assessment

Advantages and disadvantages of managing uncertainty

Different types of risk, financial, strategic, operational, compliance, reputational and cyber

Advantages and disadvantages of managing risk

3.3.4 Change

Risk and uncertainty

Term 2 Assessment

3.3.3 Strategy

Kotter and Schlesinger's four reasons for resistance

Lewin's Force Field Analysis

Change looking at internal and external change

Business growth and global strategy incorporating digital strategy

Implementation of strategies and investment decisions

Selecting the right strategy, Ansoff's matrix. Advantages and disadvantages of different strategies

Term 1 Assessment

3.3.2 Business and External Environment

Strategy and planning , what are the influences on strategy, SWOT, stakeholders

ESG Environmental, Social and Governance

3.3.1 Business and Society

CSR Corporate social responsibility

Sustainability, environmental, social and economic

Technological change

Competitive environment, Political and legal environment economic and social environment

13 YEAR

3.2.3 Managing Business Culture

Business value and cultures how does this influence the business

3.2.2 Operations Management

Resource utilisation and efficiencies reducing waste. Looking at quality

Inventory management and innovation

Scale of the operation and impact of technology

Ethics in operations

Term 3 Assessment

Managing operations and data using KPI's

The environmental impact of operations ways of reducing environmental impacts.

Meeting demand and the supply chain management

Project management. Looking at network analysis and calculating data

Ethics in HR

Understanding how to improve employer-employee relations

3.2.1 People Management

Understanding how to improve motivation and engagement

Employee well being

Understanding how to improve organisational design and manage the human resource flow

Ethics in finance

3.1.4 Financial Management

Knowing the methods of improving Cash Flow

Understanding the difference between, cash and profit, profit and profitability

Calculating, revenue, costs, profit, and break even

Setting HR objectives

Sources of Finance

Financial reporting, calculating and interpreting data

Calculating budget and variance

Calculating Ratio Analysis - Gross Profit & Gross Margin

Breakeven

Term 1 Assessment

Term 2 Assessment

3.1.2 Forms of Business Stakeholders
3

Understating Markets and customers to include Market Size, Growth and Market Share

Use of Data in Marketing Decision Making to include Price Elasticity of Demand

Making marketing decisions to include the marketing mix

Digital technology and marketing. The use of AI in marketing. CRM and the purpose of analytical data.

Ethical issues in marketing

Different types of businesses and their stakeholders

Setting marketing objectives

Making marketing decisions to include market research

Understanding Internal & External Influences on Marketing Objectives

International marketing

Mitigating risk by planning, ethical dilemmas when planning

3.1.3 Marketing Management

Why do people set up businesses? What are they motivated by?

Understanding the types of objectives businesses can have

YEAR 12

YEAR 11

Understanding the nature and purpose of a business

Results Day

Sixth Form Interviews

3.1.1 WHAT IS BUSINESS? Business and objectives