



A Level Business (year 1)

- Subject: Business
- Exam Board: AQA
- Department: The Business Education Department

Why choose A Level Business?

- ✓ To develop a critical understanding of organisations, the markets they serve and the process of adding value.
- ✓ To become aware that business behaviour can be studied from the perspectives of a range of stakeholders.
- ✓ In order to acquire a range of skills including decision-making and problem-solving.
- ✓ To be aware of the current structure of business and business practice.
- ✓ The content is designed to engage students through topics and issues that are relevant in today's society, through key contemporary developments such as digital technology, business ethics and globalisation topics.

Subject content:

- 1 What is business?
- 2 Managers, leadership and decision making
- 3 Decision making to improve marketing performance
- 4 Decision making to improve operational performance
- 5 Decision making to improve financial performance
- 6 Decision making to improve human resource performance
- 7 Analysing the strategic position of a business (A-level only)
- 8 Choosing strategic direction (A-level only)
- 9 Strategic methods: how to pursue strategies (A-level only)
- 10 Managing strategic change (A-level only)

Assessment

Paper 1: Business 1	+	Paper 2: Business 2	+	Paper 3: Business 3
What's assessed All content above		What's assessed All content above		What's assessed All content above
Assessed <ul style="list-style-type: none">• written exam: 2 hours• 100 marks in total• 33.3% of A-level		Assessed <ul style="list-style-type: none">• written exam: 2 hours• 100 marks in total• 33.3% of A-level		Assessed <ul style="list-style-type: none">• written exam: 2 hours• 100 marks in total• 33.3% of A-level
Questions Three compulsory sections: <ul style="list-style-type: none">• Section A has 15 multiple choice questions (MCQs) worth 15 marks.• Section B has short answer questions worth 35 marks.• Sections C and D have two essay questions (choice of one from two and one from two) worth 25 marks each.		Questions Three data response compulsory questions worth approximately 33 marks each and made up of three or four part questions.		Questions One compulsory case study followed by approximately six questions.

Assessment Calendar [3.1, 3.3 ,3.4]

Date	Week	Theme
3 rd Sept	1	What is business? 3.1.1 Understanding the nature and purpose of business [4hrs]
10 th Sept	2	3.1.1 Understanding the nature and purpose of business 3.1.2 Understanding different business forms [7hrs]
17 th Sept	3	3.1.2 Understanding different business forms [7hrs]
24 th Sept	4	3.1.2 Understanding different business forms [7hrs]
1 st Oct	5	3.1.3 Understanding that business operate within external environment [4hrs]
8 th Oct	6	3.1.3 Understanding that business operate within external environment [4hrs] 3.1 Revision
15 th Oct	7	End of Half term Assessment

3.3 Decision Making to improve marketing performance

3.3.1.Setting Marketing objectives *Half Term Holiday – Ends Friday 26 October*

Date	Week	Theme
29 th Oct	8	3.3.1.Setting Marketing objectives
5 th Nov	9	3.3.2 Understanding markets & customers [8hrs]
12 th Nov	10	3.3.2 Understanding markets & customers
19 th Nov	11	3.3.2 Understanding markets & customers
26 th Nov	12	3.3.3 Making Marketing decisions: segmentation , targeting & position [2hrs]
3 rd Dec	13	Exam Technique Sessions
10 th Dec	14	Mock Preparation
17 th Dec	15	End of Half term Assessment

Staff only days 20th & 21st December

Date	Week	Theme
7 th Jan	16	Yr12 Mocks
14 th Jan	17	3.3.4 Making Marketing decisions: using the marketing mix [10hrs]
21 st Jan	18	3.3.4 Making Marketing decisions: using the marketing mix [10hrs]
28 th Jan	19	3.3.4 Making Marketing decisions: using the marketing mix [10hrs]
4 th Feb	20	3.3 Revision
11 Feb	21	End of Half term Assessment

Half Term Holiday – Ends Friday 22 February

Date	Week	Theme
25 th Feb	22	3.4 Decision making to improve operational performance 3.4.1 Setting operational objectives [2hrs]
4 th Mar	23	3.4.2 Analysing operational performance [3hrs]
11 th Mar	24	3.4.3 Making operational decisions to improve performance: increasing efficiency and productivity [8hrs]
18 th Mar	25	3.4.3 Making operational decisions to improve performance: increasing efficiency and productivity

25 th Mar	26	3.4.3 Making operational decisions to improve performance: increasing efficiency and productivity 3.4.4 Making operational decisions to improve performance: improving quality [4hrs]
1 st April	27	<i>End of Half term Assessment</i>

Last day of Spring Term (Easter Holiday)

Date	Week	Theme
22 nd April	28	3.4.4 Making operational decisions to improve performance: improving quality
29 th April	29	3.4.5 Making operational decisions to improve performance: managing inventory and supply chains [7hrs]
6 th May	30	3.4.5 Making operational decisions to improve performance: managing inventory and supply chains
13 th May	31	3.4.5 Making operational decisions to improve performance: managing inventory and supply chains 3.4 Revision
20 th May	32	<i>End of Half term Assessment</i>

Half Term Holiday - Ends Friday 31 May

Date	Week	Theme
3 rd June	33	3.1 MCQs & Quantitative Skills week
10 th June	34	3.3 MCQs & Quantitative Skills week
17 th June	35	3.4 MCQs & Quantitative Skills week
24 th June	36	Exam Preparation
1 st July	37	
8 th July	38	
15 th July	39	

End of Summer Term (Summer Holiday Begins)

Assessment Calendar [3.2,3.5.3.6]

Date	Week	Theme
3 rd Sept	1	3.2 Managers, leadership and decision making 3.2.1 Understanding management, leadership and decision making [3hrs]
10 th Sept	2	3.2.2 Understanding management decision making [4hrs]
17 th Sept	3	3.2.2 Understanding management decision making 3.2.3 Understanding the role and importance of stakeholders [4hrs]
24 th Sept	4	3.2.3 Understanding the role and importance of stakeholders 3.2 Revision
1 st Oct	5	3.5 Decision making to improve financial performance 3.5.1 Setting financial objectives [4hrs]
8 th Oct	6	3.5.1 Setting financial objectives 3.5.2 Analysing financial performance [7hrs]
15 th Oct	7	End of Half term Assessment

Half Term Holiday – Ends Friday 26 October

Date	Week	Theme
29 th Oct	8	3.5.2 Analysing financial performance
5 th Nov	9	3.5.2 Analysing financial performance
12 th Nov	10	3.5.3 Making financial decisions: sources of finance [4hrs]
19 th Nov	11	3.5.3 Making financial decisions: sources of finance 3.5.4 Making financial decisions: improving cash flow and profits [3hrs]
26 th Nov	12	3.5.4 Making financial decisions: improving cash flow and profits
3 rd Dec	13	3.5 Revision Exam Technique Sessions
10 th Dec	14	Mock Preparation
17 th Dec	15	End of Half term Assessment

Staff only days 20th & 21st December

Date	Week	Theme
7 th Jan	16	3.6 Decision making to improve human resource performance 3.6.1 Setting human resource objectives [2hrs] 3.6.2 Analysing human resource performance [4hrs]
14 th Jan	17	3.6.2 Analysing human resource performance
21 st Jan	18	3.6.3 Making human resource decisions: improving organisational design and managing the human resource flow [6hrs]
28 th Jan	19	3.6.3 Making human resource decisions: improving organisational design and managing the human resource flow
4 th Feb	20	3.6.4 Making human resource decisions: improving motivation and engagement [4hrs]
11 Feb	21	End of Half term Assessment

Half Term Holiday – Ends Friday 22 February

Date	Week	Theme
25 th Feb	22	3.6.4 Making human resource decisions: improving motivation and engagement

4 th Mar	23	3.6.5 Making human resource decisions: improving employer-employee relations [3hrs]
11 th Mar	24	3.6 Revision
18 th Mar	25	Application of theory to business context - “real world examples” [3.2]
25 th Mar	26	Embedding Business Models
1 st April	27	End of Half term Assessment

Last day of Spring Term (Easter Holiday)

Date	Week	Theme
22 nd April	28	Application of theory to business context - “real world examples” [3.5]
29 th April	29	Embedding Business Models
6 th May	30	Application of theory to business context - “real world examples” [3.6]
13 th May	31	Embedding Business Models
20 th May	32	Revision Week

Half Term Holiday - Ends Friday 31 May

Date	Week	Theme
3 rd June		3.2 MCQs & Quantitative Skills week
10 th June		3.5 MCQs & Quantitative Skills week
17 th June		3.6 MCQs & Quantitative Skills week
24 th June		Exam Preparation
1 st July		
8 th July		
15 th July		

End of Summer Term (Summer Holiday Begins)

Revision Checklist Yr 1 – A Level Economics

Self-assess your work against the following specification criteria. You should first check to make sure that you have covered the topic and have the sufficient and correct notes. If you are missing any work then you must check Fronter. Tick if you have covered the topic and have the notes. In the 'confidence indicator' box rate your understanding and confidence from 1 to 5 (**1 being little or no confidence – 5 meaning you are fully confident**)

Topic – With reference to the specification	Notes Y/N	1-5	Teacher
<i>Unit 1 – What is business?</i>			
• Nature and purpose of business			
• Different business forms			
• Understanding that businesses operate within an external environment			
<i>Unit 2 – Managers, leadership and decision making</i>			
• Understanding management, leadership and decision making			
• Understanding management decision making			
• Understanding the role and importance of stakeholders			
<i>Unit 3 – Decision making to improve marketing performance</i>			
• Setting marketing objectives			
• Understanding markets and customers			
• Making marketing decision: segmentation, targeting, positioning			
• Making marketing decision : using the marketing mix			
<i>Unit 4 - Decision making to improve operational performance</i>			
• Setting operation objectives			
• Analysing operational performance			
• Increasing efficiency and productivity			
• Improving quality			
• Managing inventory and supply chains			
<i>Unit 5 - Decision making to improve financial performance</i>			
• Setting financial objectives			
• Analysing financial performance			
• Sources of finance			
• Improving cash flow and profits			
<i>Unit 6 - Decision making to improve human resource performance</i>			
• Setting human resource objectives			
• Analysing human resource performance			
• Improving organisational design and human resource flow			
• Improving motivation and engagement			
• Improving employer-employee relations			

Revision Guidance

How is the A Level Assessed and when?

	Exam Structure	% of A Level
Paper 1	Written exam: 2hrs [100marks] MCQ's, Short answers, Essay responses	33.3%
Paper 2	Written exam: 2hrs [100marks] Three data response questions	33.3%
Paper 3	Written exam: 2hrs [100marks] 1 case study followed by 6 questions	33.3%

What activities can I do to help me revise?

- Use the key terms in your exercise book to learn important definitions. Learn them, and get someone to test you on the important ones.
- Create your own notes on the key topics covered, using your exercise books, revision guides and AQA recommended websites.
- Ensure all assessments are evaluated and you have used green pen to amend errors made. This will help you improve on your current grade and continue to produce exceptional standards of work.
- Prepare model theory responses (model paragraphs), ensure you embed key terminology throughout.
- Complete past papers in timed conditions (available on Fronter and the AQA exam board website) then use the mark schemes to self-assess and evaluate.
- Look back over your exercise books and assessment folder, and make a list of the comments and targets that you have received. Use these to prioritise your revision time.
- Acquire your competence in the quantitative skills that are relevant to the subject content.
- Ensure you have your formulas prepared and annotated.
- Practice MCQ's (additional practice questions on Fronter & Tutor2u), evaluate each answer completed justifying in detail why the answer is correct and importantly why the other options are not correct.

What websites can I use to help with my revision?

<http://www.aqa.org.uk/subjects/business>

<https://www.thestudentroom.co.uk>

<https://getrevising.co.uk>

www.tutor2u.com

www.businessstudiesonline.com

<http://www.wjec.co.uk/qualifications/business-studies/business-studies-gce-a-as/>

<http://resources.edugas.co.uk/Pages/ResourceSingle.aspx?rId=668>

Advice for parents/carers

Although resources/textbook are made available when needed in lesson, it is advisable that each student has their own copy of an A Level text book. The textbook to be used this year is listed below. All students will be given guidance in relation to their resources gathered in lesson and given advice on how to organise their folder structure. It is very important that this is implemented to ensure effective revision and progress throughout the academic year. Please do encourage your child to attend all available revision sessions/opportunities made available to them throughout the year in order to maximise their ability to achieve their predicted grade.

Recommended Text books

AS (Yr1): Business for A Level Year 1 & AS - John Wolinski & Gwen Coates

A Level (Yr2): Business for A Level (Yr1&Yr2) - Ian Marcouse

Reading List – Business Studies

The textbooks included below for AS and A-level Business by Hodder Education are now AQA approved

AQA Business for AS (Marcousé)

Authors: Ian Marcousé, Andy Hammond, Nigel Watson

Publisher: Hodder Education

ISBN-13: 978-1-4718-3580-3

Price: £25.99

AQA Business for A Level (Marcousé)

Authors: Ian Marcousé, Andrew Hammond, Nigel Watson

Publisher: Hodder Education

ISBN-13: 978-1-4718-3569-8

Price: £35.99

AQA A Level Business 1 Third Edition (Wolinski & Coates)

Authors: John Wolinski and Gwen Coates

Publisher: Hodder Education

ISBN-13: 978-1-4718-3609-1

Price: £25.99

AQA A-level Business Year 2 Third Edition (Wolinski & Coates)

Authors: John Wolinski and Gwen Coates

Publisher: Hodder Education

ISBN-13: 978-1-4718-3611-4

Price: £25.99

AQA Business for A Level 1 (Surridge & Gillespie)

Authors: Malcolm Surridge and Andrew Gillespie

Publisher: Hodder Education

ISBN-13: 978-1-4718-3613-8

Price: £25.99

AQA A-level Business 2 (Surridge & Gillespie)

Authors: Malcolm Surridge and Andrew Gillespie

Publisher: Hodder Education

ISBN-13: 978-1-4718-3578-0

Price: £25.99

Further reading:

How I Made It: 40 Successful Entrepreneurs Reveal How They Made Millions

- Rachel Bridge

An essential read for anyone that is thinking about starting their own business. Successful Entrepreneurs are interviewed about how they spotted a gap in a market, and developed a USP.

The Tipping Point: How Little Things Can Make a Big Difference

- Malcolm Gladwell

A very readable and fascinating book, which looks into the reasons products become market leaders.

The Google Story

- David A. Vise

An interesting investigation into the culture at Google, includes insights into the four day working week and soft management styles. The question is; are these the things that made Google the world's number one search engine?

***The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer* - Jeffrey Liker**

Covers Japanese Management Techniques such as Kaizen and TQM.

Billions of Entrepreneurs: How China and India Are Reshaping Their Futures and Yours

- Tarun Khanna

An investigation into Asia's two growing economic powers.

Business Stripped Bare: Adventures of a Global Entrepreneur

- Sir Richard Branson

The autobiography of Britain's most famous entrepreneur.

Sun Tzu - The Art of War for Managers: 50 Strategic Rules Updated for Today's Business

- Gerald A. Michaelson

Applying the ancient Chinese rules of battle to modern day business.

The Intelligent Investor

- Benjamin Graham

The classic book on stock market investment, as recommended by Warren Buffet.

Klein investigates the negative side to marketing and globalisation.

House of Cards: How Wall Street's Gamblers Broke Capitalism

- William D Cohan

Explains the reason behind the continuing global financial crisis, which started in September 2008.

The Economist

- Business Review Magazine

Websites

- www.tutor2u.net
- www.bized.co.uk
- www.businesscasestudies.co.uk
- www.bbc.co.uk/news/business
- Freakonomics Podcast