

Subject	Y13 Core Knowledge – Autumn/Spring/Summer term	How to support students' learning
Business	<p>Autumn Term</p> <p>Marketing -</p> <ol style="list-style-type: none"> 1. Understand the importance of setting marketing objectives. 2. Make marketing decisions using the marketing mix. <p>Human Resources -</p> <ol style="list-style-type: none"> 3. Understand the importance of setting human resource objectives. 4. Analyse human resource performance. 5. Make human resource decisions on improving motivation, engagement employer-employee relations. <p>Strategic Positioning -</p> <ol style="list-style-type: none"> 6. Use SWOT analysis to assess business position. 7. Understand the importance of mission statements, corporate objectives and strategy. 8. Apply business models such as Elkington's Triple Bottom line. 9. Assess changes in the political and legal environment on strategic and functional decision making. 10. Understand the impact of changes in the UK and the global economic environment on strategic and functional decision making. 11. Discuss the reasons for greater globalisation and the importance for business. 12. Discuss the importance of emerging economies for business. <p>Financial Ratios -</p> <ol style="list-style-type: none"> 13. Assess the financial performance of a business using balance sheets, income statements and financial ratios. <p>Strategic Positioning -</p> <ol style="list-style-type: none"> 14. Use Ansoff Matrix and Porters Five Forces to assess business position. 15. Assess demographic changes and population movements such as urbanisation and migration. 16. Assess the impact of Changes in consumer lifestyle and buying behaviour. 	<ul style="list-style-type: none"> • The full specification for AQA A-level Business Studies can be found at: https://www.aqa.org.uk/subjects/business/as-and-a-level/business-7131-7132 • Past Papers and Mark Schemes can be found at: https://www.aqa.org.uk/subjects/business/as-and-a-level/business-7131-7132/assessment-resources <p>Useful websites include:</p> <ul style="list-style-type: none"> • https://www.twoteachers.co.uk/ (registration is required to use this website). Short videos of topic areas are included (focus on Yr 12 content). • https://www.tutor2u.net/ • Sign up to the BBC News app for all the latest Business news. • Signing up to a good quality newspaper such as the Financial Times will also be very useful. • A revision guide is also available to purchase from the school shop. • Any conversations you can have with your child about the business world would be gratefully appreciated. Discussing your own experience at work or why you purchase particular goods and services will add value to your child's learning outside the classroom.

	<p>Strategic Direction -</p> <ol style="list-style-type: none"> 17. Assess the impact of the growth of online business 18. Assess the social environment to include Corporate Social Responsibility and ethical awareness. 19. Assess the impact of technological change on functional areas and strategy. 20. Understand how businesses choose their strategic position to compete. <p>Spring Term</p> <p>Strategic Direction -</p> <ol style="list-style-type: none"> 21. Analyse the business environment using Porter's five forces and how these might influence business decisions. 22. Analyse the pressures of innovation and how businesses respond. 23. Assess how technology impacts the functional areas of business. 24. Assess financial methods of investment and their impact on business. 25. Assess factors influencing investment decisions including sensitivity analysis. 26. Assess investment appraisal to include the calculation and interpretation of payback, average rate of return and net present value. 27. Understand the reasons for targeting, operating in and trading with international markets. <p>Strategic Methods -</p> <ol style="list-style-type: none"> 28. Assess factors influencing the attractiveness of international markets. 29. Understand the reasons for producing more and sourcing more resources abroad. 30. Assess ways of entering international markets and the value of different methods. 31. Assess the impact of internationalism for the functional areas of the business. <p>Summer Term</p> <p>Strategic change -</p> <ol style="list-style-type: none"> 32. Understand the value of leadership, communication and organisational structure in strategic implementation. 33. Use and analyse the value of network analysis in strategic implementation and decision making. 34. Analyse the difficulties of strategic decision making and implementing strategy. 35. Distinguish between planned and emergent strategies. 	
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