

Subject: Business A-Level

Curriculum Intent

The Business curriculum develops students' curiosity about the world of business and encourages them to understand how businesses operate in local, national and global contexts. It equips students with the knowledge and skills needed to analyse business decisions, evaluate outcomes and understand the impact businesses have on individuals, society and the economy. Through studying a range of businesses, from small start-ups to multinational corporations, students are exposed to real-world examples that bring learning to life.

The curriculum enables students to apply their knowledge to contemporary business issues with confidence, using data effectively, making informed judgements and constructing well-reasoned arguments. Students will develop valuable employability skills, including problem-solving, decision-making, communication, teamwork and financial awareness, which will support success in further study, future careers and life beyond school.

Year 12 Topics

Theme 1: Marketing and People

In this theme, students are introduced to the market, explore the marketing and people functions and investigate entrepreneurs and business start-up. Students will develop an understanding of:

- Meeting customer needs
- The market
- Marketing mix and strategy
- Managing people
- Entrepreneurs and leaders.

Theme 2:

Managing Business Activities

In this theme, students explore the finance and operations functions, and investigate external influences on business. Students will develop an understanding of:

- Raising finance
 - Financial planning
 - Managing finance
 - Resource management
 - External influences.
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Year 13 Topics

Theme 3: Business Decisions and Strategy

In this theme, students develop their understanding of the concepts introduced in Theme 2 and explore influences on business strategy and decision-making. Students will develop an understanding of:

- Business objectives and strategy
- Business growth
- Decision-making techniques
- Influences on business decisions
- Assessing competitiveness
- Managing change.

Theme 4: Global Business

In this theme, students develop their understanding of the concepts introduced in Theme 1 and explore business activity in a global context. Students will develop an understanding of:

- Globalisation
- Global markets and business expansion
- Global marketing
- Global industries and companies (multinational corporations).