

Business learning programme

First year learning programme AQA A Level Business

The learning programme is based upon contact time of 9 hours per fortnight. Timings are approximate and the schedule covers around 120 hours of teaching time. This facilitates time for assessment, revision, practise examinations and feedback.

There are 6 units to be covered in Year 1 (see below for the estimated teaching hours required):

- 3.1 What is business? (15 hours)
- 3.2 Managers, leadership and decision making (15 hours)
- 3.3 Decision making to improve marketing performance (25 hours)
- 3.4 Decision making to improve operational performance (20 hours)
- 3.5 Decision making to improve financial performance (25 hours)
- 3.6 Decision making to improve human resource performance (20 hours)

FL = 'Flipped Learning'

WK	Lsn.	Topic/Content	Objectives/Skills	Additional information	Resource	Possible Homework/Activities	Success Criteria	Stretch & Challenge (Thirst for Learning)
Unit 3.1 What is Business?								
1	1	Understanding the nature and purpose of business	To understand why businesses exist	Learner activity to identify alternative real-life objectives of different businesses. Teacher led activity on revenue and types of costs.	Induction lesson - the Box	3.1 Task 1 FL		The knowledge' book?
	2		To understand the relationship between mission and objectives		1.1.1 Business Objectives PP		3.1 Task 1 FL: Additional work	
	3		To examine common business objectives		1 - Business Objectives and profit case study			
	4		To understand why businesses set objectives		1 - Business objectives	3.1 Task 2 FL	3.1 Task 2 FL: Additional work	
	5		To understand the measurement and importance of profit.		Measurement of profit calculation sheets TTU	3.1 Task 3 FL, U1 Calc book		
2	6	Understanding different business forms	To understand differing legal forms	Legal forms including sole traders, Ltd, PLC, Public and private sector, NFP firms.	https://www.youtube.com/watch?v=bL7Op7VdjsM	3.1 Task 4 FL		3.1 Task 3 FL: Additional work
	7		To understand why businesses change		1.2.1 Business Ownership	3.1 Task 5 FL	3.1 Task 4 FL: Additional work	

Business learning programme

	8				2 - Forms of business organisation case study				
	9		To understand the role of shareholders		2 - The measurement and importance profit, 3 - Forms of business organisation and shares, shareholders and share prices			3.1 Task 5 FL: Additional work	
3	10	Understanding different business forms, Understanding that businesses operate in an external environment	To learn about influences on share price	Issues to consider liability, ordinary share capital, dividends, market capitalisation. PESTEL factors to include competition, market conditions, incomes, interest rates, demographics, environmental issues and fair trade.	1.3.1 Factors Influencing costs and demands	3.1 Task 6 FL			
	11		To understand links between ownership and objectives, decisions and performance		3 - How the external environment can affect costs and demand case study				
	12		To understand how the external environment affects costs		4 - How external environment affects costs	3.1 Task 7 FL		3.1 Task 6 FL: Additional work	
	13		To understand how the external environment affects demand						
	14						3.2 Task 1 FL	Past paper	
Unit 3.2 Managers, leaderships and decision making									
4	15	Understanding management, leadership and decision making	To u/s the role of managers; objective setting, analysing, leading, decision making and	Differing theories on leadership to be covered including the Tannenbaum Schmidt continuum and the Blake Moulton grid.	CEO Secrets BBC	3.2 Task 2 FL		3.2 Task 1 FL: Additional work	
	16				2.1.1 Management Leadership and decision making		3.2 Task 2 FL: Additional work		
	17				1 - Management leadership styles, 2 - Role of Management and Leadership				
	18					3.2 Task 3 FL			
5	19	Understanding management decision making	To understand why businesses exist	Scientific decision making to include the interpretation of decision trees and net gains. Decision making to include risks / rewards / uncertainty and	U2 Calc book			3.2 Task 3 FL: Additional work	
	20		To understand the relationship between mission and objectives		2.2.1 Management decision making	3.2 Task 4 FL			

Business learning programme

	21		To examine common business objectives	opportunity costs. Influences on decision making to include: mission, objectives, ethics, external environment (including competition) and resource constraints.	3 - Decision making			3.2 Task 4 FL: Additional work	
	22		To understand why businesses set objectives						
	23		To understand the measurement and importance of profit.			3.2 Task 5 FL			
6	24	Understanding the role and importance of stakeholders		Stakeholder mapping, managing the relationship; consultation and communication. Agreeing and conflicting objectives.	2.3.1 Stakeholders	3.2 Task 6 FL		3.2 Task 5 FL: Additional work	
	25				4 - Stakeholders			3.2 Task 6 FL: Additional work	
	26						3.2 Task 7 FL		
	27						3.3 Task 3 FL	Past paper	
3.3 Decision making to improve marketing performance									
7	28	Setting marketing objectives / Understanding markets and customers	To understand the value of setting marketing objectives. To learn about external and internal influences on marketing objectives and decisions.	Marketing objectives include: sales volume and sales value, market size, market and sales growth, market share, brand loyalty. Marketing research should include qualitative and quantitative data, market mapping. Should be able to calculate market and sales growth, market share and size. Should include positive and negative correlation and an understanding of the strength of the relationship. Confidence levels and extrapolation	3.1.1 Setting Marketing Objectives, 3.2.1 The value of primary and secondary marketing research	3.3 Task 4 FL		3.3 Task 3 FL: Additional work	
	29				To learn about the value of primary and secondary marketing research	Chap 3 Tutor2u calculation book, 1 - Marketing objectives, 2 - Marketing research,	3.3 Task 5 FL		
	30				To learn about the value of sampling				3.3 Task 4 FL: Additional work
	31				To understand the interpretation of marketing data				
	32				To understand the value of technology in gathering and analysing data for marketing decision making			3.3 Task 1 FL	
8	33	Understanding markets and customers	To understand the interpretation of price and income elasticity of demand data	Should be able to interpret price and income elasticities. Changes on price in relation to revenue	3.2.2 The interpretation of marketing data and using technology	3.3 Task 2 FL		3.3 Task 1 FL: Additional work	

Business learning programme

	34			on price in relation to revenue (calculations not needed)	U4 Calc book, 3 - Interpretation of marketing data, 4 - Price and Income Elasticity of demand			3.3 Task 2 FL: Additional work
	35		To understand the value of the concepts of price and income elasticity of demand to marketing decision makers		3.2.3 Price and Income elasticity of demand		Past paper	
	36							
9	37	Making marketing decisions / The marketing mix	To learn about the use of data in marketing decision making and planning	Demographic, geographic, income and behavioural. Niche v mass marketing, The marketing mix should be considered for goods and services, both industrial and consumer.	3.3.1 Segmentation, targeting and positioning	3.3 Task 6 FL		
	38		To learn about the process and value of segmentation, targeting and positioning		3.4.1 The Marketing Mix			3.3 Task 6 FL: Additional work
	39		To learn about the influences on choosing a target market and			3.3 Task 7 FL		
	40		To understand the elements of the marketing mix (7Ps)					
	41		To learn about the influences on and effects of changes in the elements of the marketing mix.			3.3 Task 7 FL		3.3 Task 7 FL: Additional work
10	42	Making marketing decisions / The marketing mix	decisions.	Product decisions should include: the value of product portfolio analysis and the Boston Matrix the value of the product life cycle model including extension strategies influences on and the value of new product development. Pricing decisions should include penetration and price skimming. Promotional decisions should include the value of branding	3.4.3 Pricing decisions			
	43		To learn about pricing decisions.		5 - Products and brands and case study, 6 - Pricing case study			
	44				7 - Promotion case study			
	45		To understand decisions about the promotional mix.		3.4.4 Decisions about the promotional mix			

Business learning programme

11	46	Making marketing decisions / The marketing mix			8 - Distribution case study	3.3 Task 8 FL		
	47		To learn about distribution (place) decisions.	Distribution decisions should include multi-channel distribution. Influences to include place in the PLC, Boston Matrix, product type, marketing objectives, target market and competition	9 - Digital marketing and ecommerce case study			3.3 Task 8 FL: Additional work
	48		To learn about decisions relating to other elements of the marketing mix: people, process and physical element.					
	49		To understand the importance of and influences on an integrated marketing mix.		10 - Integrated marketing mix case study			
	50		To understand the value of digital marketing and e-commerce.			3.5 Task 1 FL	Past paper	

3.5 Decision making to improve financial performance

12	51	Setting financial objectives	To understand the value of setting financial objectives			3.5 Task 2 FL, 3.5 Task 4 FL		Unit 7 calc book
	52		To understand the distinction between cash flow and profit. To understand the distinction between gross profit, operating profit and profit for the year.			3.5 Task 10 FL	Past paper	3.5 Task 1 FL: Additional work, 3.5 Task 2 FL: Additional work
	53		To learn about revenue, costs and profit objectives. To learn about cash flow objectives.					3.5 Task 4 FL: Additional work
	54		To learn about objectives for investment (capital expenditure) levels. To learn about capital structure objectives.					
13	55	Analysing financial performance	To understand external and internal influences on financial	Analysing budgets should include variance analysis and adverse and favourable variances. Analysing		3.5 Task 5 FL		

Business learning programme

	56	analyse budgets and cash flow forecasts	timings of cash flow should include an understanding of payables and receivables.	Unit 8 calc book			3.5 Task 5 FL: Additional work	
	57	To learn how to construct and analyse budgets and cash flow forecasts		Unit 9 Calc book	3.5 Task 9 FL			
	58	To understand the value of budgeting						3.5 Task 9 FL: Additional work
	59					3.5 Task 3 FL		
14	60	Analysing financial performance To learn how to construct and interpret break-even charts	Break-even analysis should include: Break-even output, margin of safety, contribution per unit, total contribution. Analysing profitability should include the following ratio analysis: gross profit, profit from operations, profit for the year.				3.5 Task 3 FL: Additional work	
	61			To learn how to calculate and illustrate on a break-even chart the effects of changes in price, output	Unit 10 Calc book			
	62			To calculate the value of break-even analysis				
	63							
15	64	Analysing financial performance To learn how to analyse profitability			3.5 Task 6 FL			
	65							
	66		To learn how to analyse timings of cash inflows and outflows					3.5 Task 6 FL: Additional work
	67		To understand the use of data for financial decision making and planning					
	68							