

## Year 13 Business Studies

The Year 13 Business curriculum has been designed to deliver the AQA GCE specification and builds on the content learned during Year 12. The course is delivered by two teachers and three units are covered by each teacher. There is a focus throughout the course on ensuring students not only learn the business theory required by the specification but that they are able to apply these to a wide variety of business contexts. To this end, real-life examples are used throughout the course. Students progress their knowledge of the management of the functional areas of business and learn how businesses change and respond to changing conditions in their markets.

Methods of deepening and securing knowledge:	
Spaced practice	Retrieval tasks are spaced throughout the year to ensure that students return to key concepts and deepen their knowledge.
Retrieval practice	Retrieval practice is used extensively to aid the development of knowledge of tier-three terminology and key concepts both through starter activities and use of knowledge organisers and learning mats.
Interleaving	Interleaving is used from term two to ensure that students think deeply about the topics covered and to enable them to make connections between different aspects of Business theory.
Concrete examples	News stories about businesses and the business environment are used throughout the course to enable students to link theory to real-life examples.
Dual coding	Images are used in the delivery of new material and on knowledge organisers to enable students to make good links to theory and students create mind maps as part of revision. Students are asked to summarise topics using only images to further use dual coding to aid retrieval.

	Autumn term 1	Autumn term 2	Spring term 1	Spring term 2	Summer term 1	Summer term 2
Topic(s)	<b>Analysing the Strategic Position of a Business – internal mission, corporate objectives and strategy</b> <b>SWOT analysis</b> <b>Analysing the internal position of a business</b>	<b>Analysing the internal position of a business</b> - Core competencies - Assessing short and long term performance - Kaplan and Norton's balanced scorecard	<b>Choosing strategic direction</b> - Strategic direction and positioning - Ansoff's matrix - Bowman's strategic clock - Maintaining competitive advantage	<b>Managing Culture</b> - Handy's cultural model - Hofstede's international cultures - Influences on organisational culture  <b>Managing strategic implementation</b>	<b>Exam skills for papers 1, 2 and 3</b> <b>Revision of key topics</b>	

	<ul style="list-style-type: none"> <li>- Income statements</li> <li>- Balance sheets</li> <li>- Ratio analysis</li> <li>- Operations, marketing and human resources data</li> <li>- Core competencies</li> <li>- Assessing short and long term performance</li> <li>- Kaplan and Norton's balanced scorecard</li> <li>- Elkington's triple bottom line</li> </ul> <p><b>External - political and legal influences on business</b></p> <ul style="list-style-type: none"> <li>- UK and EU law</li> </ul> <p><b>Economic influences on business</b></p> <ul style="list-style-type: none"> <li>- GDP, taxation, inflation, interest rates, fiscal and monetary policy, exchange rates, trade and protectionism</li> <li>- Globalisation</li> </ul>	<ul style="list-style-type: none"> <li>- Elkington's triple bottom line</li> </ul> <p><b>Investment appraisal</b></p> <ul style="list-style-type: none"> <li>- Net present value</li> <li>- Average rate of return</li> <li>- Payback period</li> <li>- Sensitivity analysis</li> <li>- Factors influencing investment decisions</li> </ul> <p><b>Social and technological influences</b></p> <ul style="list-style-type: none"> <li>- Urbanisation and migration</li> <li>- Lifestyle and buyer behaviour</li> <li>- Online sales</li> </ul> <p><b>Corporate social responsibility</b></p> <ul style="list-style-type: none"> <li>- Carroll's pyramid of social responsibility</li> </ul> <p><b>The competitive environment</b></p> <ul style="list-style-type: none"> <li>- Porter's five forces</li> </ul>	<p><b>Managing change</b></p> <ul style="list-style-type: none"> <li>- Causes of and pressures for change</li> <li>- Lewin's forcefield analysis</li> <li>- The value of change</li> <li>- Disruptive change</li> <li>- Incremental change</li> <li>- The value of a flexible organisation</li> <li>- Barriers to change</li> <li>- Kotter and Schlesinger</li> </ul> <p><b>Strategic methods</b></p> <ul style="list-style-type: none"> <li>- Assessing a change in scale</li> <li>- Organic and inorganic growth</li> <li>- Mergers and takeovers</li> <li>- Joint ventures</li> <li>- Franchising</li> <li>- Assessing innovation</li> <li>- Intellectual property</li> </ul>	<ul style="list-style-type: none"> <li>- Effective strategic implementation</li> <li>- Network analysis</li> <li>- Problems with strategic implementation</li> <li>- Planned vs emergent strategy</li> <li>- Strategic drift</li> <li>- Corporate governance</li> <li>- Contingency planning</li> </ul> <p><b>Assessing internationalisation</b></p> <ul style="list-style-type: none"> <li>- Multinational companies</li> <li>- Offshoring production</li> <li>- Sourcing internationally</li> <li>- Bartlett and Ghoshal's matrix</li> <li>- Influences on buying, selling and producing abroad</li> </ul> <p><b>Assessing greater use of technology</b></p> <ul style="list-style-type: none"> <li>- Digital technology</li> <li>- E-commerce</li> <li>- Big data</li> <li>- Data mining</li> </ul>		
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	- Emerging economies			- Enterprise resource planning		
Assessment	Low stakes knowledge tests using MCQs, short response exam questions and longer analyse and evaluate essays	Low stakes knowledge tests using MCQs, short response exam questions and longer analyse and evaluate essays	Low stakes knowledge tests using MCQs, short response exam questions and longer analyse and evaluate essays	Low stakes knowledge tests using MCQs, short response exam questions and longer analyse and evaluate essays	Low stakes knowledge tests using MCQs, short response exam questions and longer analyse and evaluate essays	
CEIAG <i>(Careers that are linked to that topic)</i>	The study of business leads to a variety of a careers in the field of business from accounting to marketing.					

Independent Learning:
Independent learning is used in order to either consolidate the learning of the lesson, as a flipped learning activity, language for learning reading tasks or as retrieval practice. Tasks set frequently aim to develop the ability of students to research and to relate their learning to their own examples. Past papers and exam questions will be used extensively in order to improve exam technique.