

GSA Curriculum Map 2023 - 2024: ICT, Business and Computing

Business Studies - Curriculum Map A-level

We aim to develop future entrepreneurs and leaders who:

- are provided with the appropriate knowledge and skills needed to develop their employability and identify business problems and opportunities;
- have a greater understanding and awareness of the world they live in, but more specifically how individuals and businesses work within an economy;
- have a broad and deep knowledge of the legal, political, social and environmental context of business.

		Autumn 1 (HT1)	Autumn 2 (HT2)	Spring 1 (HT3)	Spring 2 (HT4)	Summer 1 (HT5)	Summer 2 (HT6)
Year 12							
Topic Covered	Teacher 1	3.2.1, 3.2.2, 3.2.1 Understanding management, leadership and decision making 3.2.2 - Understanding Management Decision Making	3.2.3 - Understanding the role and importance of stakeholders 3.3.1 Setting Marketing Objectives 3.3.2 Understanding Markets and Customers	3.3.2 Understanding Markets and Customers 3.3.3 Making Marketing Decisions STP	3.3.4 Making Marketing Decisions The Marketing Mix	3.4.1 Setting Operational Objectives Operational objectives 3.4.2 Analysing Operational Performance 3.4.3 Making operational decisions to improve performance: increasing productivity and efficiency	3.4.4 Making operational decisions to improve performance: improving quality 3.4.5 Making operational decisions to improve performance: managing inventory and supply chains 3.8.1 Strategic direction: choosing which markets to compete in and what products to offer
	Teacher 2	3.1.1, 3.1.2, 3.1.3 3.1.1 Understanding the nature and purpose of business 3.1.2 Understanding different business forms 3.1.3 Understanding that businesses operate within an external environment	3.5.1 Setting Financial Objectives 3.5.2 Analysing financial performance	3.5.3 Making financial decisions: sources of finance 3.5.4 Making financial decisions: improving cash flow and profits	3.6.1 - The value of setting human resource objectives 3.6.2 Analysing HR Performance 3.6.3 - Making human resource decisions: improving organisational design and managing the human resource flow	3.6.4 Making human resources decisions: improving motivation and engagement 3.6.5 - Making human resource decisions: improving employer-employee relations	3.9 Strategic methods: how to pursue strategies
Knowledge deepened		The measurement and importance of profit Shareholders Types of management and leadership styles Sole trader and	Stakeholders External and internal influences on marketing objectives Cash flow, break-even, budgeting	Sources of finance Ways of improving cash flow Primary and secondary research YED and PED	Marketing mix (7 p's) The value of digital marketing Human resource data Job design Delegation, centralisation	External and internal influences on operational objectives and decisions Calculations of labour productivity and unit costs Capacity	Improving quality Inventory control Factors influencing which markets to compete in and which products to offer The reasons why businesses

	partnerships				Employer-employee communications	grow or retrench
Skills developed	Quantitative skills: Interpret index numbers, calculation of decision trees, ratios, averages, percentages and fractions Interpret, apply and analyse information in written, graphical and numerical forms.		Quantitative skills: Interpret values of price and income elasticity of demand and analyse information in written, graphical and numerical forms Calculate cost, revenue, profit and break-even		Quantitative skills: Interpret index numbers, calculation of decision trees Interpret, apply and analyse information in written, graphical and numerical forms.	
Links to Specification	3.1 and 3.2 AQA A-Level Business specification	3.3 & 3.5 AQA A-Level Business Specification	3.3, & 3.5 AQA A-Level Business Specification	3.3, 3.5 & 3.6 AQA A-Level Business specification	3.4 & 3.6 AQA A-Level Business specification	3.4 & 3.6 AQA A-Level Business specification
Flagship Link			Economics and Business - Marketing			
Cross Curriculum Connections	Economics - Y12 HT1 - demand and supply, total revenue, profit. Objectives of firms - survival, growth, market share, profit maximisation	Economics - Y12 HT1 Micro-economics 3.1.2 Calculation and understanding of PED and YED Economics - Y12 FC and VC, TR and profit Psychology - data interpretation and the use of questionnaires interviews within data collection	Psychology - data interpretation and the use of questionnaires interviews within data collection	Economics - Y13 HT3 Specialisation, division of labour, use of resources	Design and Technology - Y13 HT1 invention and Innovation, production, efficiency Psychology - Maslow's Hierarchy of Needs humanistic approach in the Psychological Approaches topic for paper 2 Economics - Economies and Diseconomies of scale	Design and Technology - Y13 technology/cultural changes and the impact on designers Economics - trade unions
Resources to support learning	3.1 Link 3.2 Link A-Level Business Google classroom	3.3 Link 3.5 Link A-Level Business Google classroom	3.3 Link 3.5 Link A-Level Business Google classroom	3.3 Link 3.5 Link 3.6 Link A-Level Business Google classroom	3.4 Link 3.6 Link A-Level Business Google classroom	3.4 Link 3.6 Link A-Level Business Google classroom

	Autumn 1 (HT1)	Autumn 2 (HT2)	Spring 1 (HT3)	Spring 2 (HT4)	Summer 1 (HT5)	Summer 2 (HT6)	
Year 13							
Topic Covered	Teacher 1	3.8.2: Strategic positioning: choosing how to compete 3.7.1 Mission, corporate objectives, functional objectives and strategy	3.7.3 - Analysing the existing internal position of a business to assess strengths and weakness:	3.7.6 Analysing the external environment to assess opportunities and threats: social and technological 3.10.1 Managing Change	3.10.2 Managing Organisational Culture 3.10.3 - Managing Strategic Implementation	3.10.4 - Problems with Strategy and why strategies fail	Linear revision A-Level Business exams Paper 1 Paper 2 Paper 3
	Teacher 2	3.9.2 Assessing innovation - The pressures for innovation	3.9.3 Assessing globalisation and internationalisation 3.9.4 Assessing greater use of technology	3.7.2 Analysing the existing internal position of a business to assess strengths and weaknesses: financial ratio analysis	3.7.4 - Analysing the external environment to assess opportunities and threats: political and legal change 3.7.5 - Analysing the external environment to assess opportunities and threats: economic change	3.7.5 - Analysing the external environment to assess opportunities and threats: economic change 3.7.6 Analysing Strategic options: Investment Appraisal	
Knowledge deepened	Influences on the choice of a positioning strategy Mission, corporate objectives, Swot Innovation	Core competences Factors influencing the attractiveness of international markets Digital technology	Corporate social responsibility (CSR) Urbanisation and migration The causes and pressures of change Kotter and Schlesinger's four reasons for resistance to changes	Organisational culture The value of leadership in strategic implementation UK and EU Government policy Globalisation	Strategic drift Divorce between ownership and control GDP Taxation Inflation Emerging economies		
Skills developed	Interpret, apply and analyse information in written, graphical and numerical forms.		Use and interpret quantitative and non-quantitative information in order to make decisions and calculate investment appraisal outcomes and interpret results		Use and interpret quantitative and non-quantitative information in order to make decisions		
Links to Specification	3.7, 3.8 and 3.9 AQA A-Level Business specification	3.7 and 3.9 AQA A-Level Business specification	3.7, 3.10 & 3.9 AQA A-Level Business Specification	3.7 and 3.10, AQA A-Level Business specification	3.7 and 3.10 AQA A-Level Business specification		
Flagship Link							

Cross Curriculum Connections	Design Technology - Y13 HT 1 Innovation	Geography - Y12 HT 5 Globalisation	Geography - Y13 HT3/4 Urbanisation and migration,	Economics - Y13 Government intervention - minimum wages, subsidies, taxation, GDP, Inflation, Unemployment, Balance of payments - current account Economic cycle - recession, economic growth. Monetary policy, Fiscal policy, Globalisation International trade Exchange rates		
Resources to support learning	3.7 Link 3.8 Link 3.9 Link A-Level Business Google classroom	3.7 Link 3.9 Link A-Level Business Google classroom	3.7 Link 3.9 Link 3.10 Link A-Level Business Google classroom	3.7 Link 3.10 Link A-Level Business Google classroom	3.7 Link 3.10 Link A-Level Business Google classroom	AQA Link A-Level Business Google classroom