



A Level Business – Lower Sixth

Curriculum Intent

Following the Edexcel specification, the business studies department strives to convey the dynamism of the subject, and encompass the ever-changing political, economic, social and technological factors surrounding the functionality of businesses.

The department aim to bring theory to life and use contemporary, international issues and case studies to translate theory to context. The core functions of businesses are delivered, including Finance, Marketing, Operations, Human Resource Management, Strategy and Global Business.

The department intend to intertwine the Peter Jones Enterprise Academy resources, projects and networks to ensure students develop business acumen and work-ready competencies. These include Flash Challenges, the Tycoons enterprise competition, PJEA mentoring, National Entrepreneur of the Year competition and Entfest.

Students will learn:-

Key Concepts:

How businesses meet customer needs

How businesses operate in the market, setting prices and output targets

How a business generates a marketing mix

How a business organises, motivates and reviews its Human Resource Management

How a business sources finance

How a business plans and monitors its profit, cash, assets and liabilities

How a business utilises decision making techniques

How a business selects and organises its operational and production activities

Knowledge, understanding & Skills

Knowledge - sound understanding of the business functions and human resource management

Application - sustained ability to apply theory to practice with research skills

Analysis - ability to develop chains of reasoning to develop a point of view

Evaluation - thoughtful evaluation skills to consider the appropriateness of business strategy in context, whilst considering a range of alternatives

Debate and communication skills - confident debate and communication skills using examples business case studies

Examination technique – confident with exam structure and timings

How can you enhance your learning at home?

- CPG A Level Business workbook
- Financial Times – free mobile app subscription (see student shared drive for instructions)
- Economist – free mobile app subscription (See student shared drive for instructions)
- School library Business/ Economics novel section
- Tutor2u
- Exam board website for past papers

What does excellence look like?

- Students can skilfully evaluate the purpose and objectives businesses may have
- Students have fully grasped the core functions of a business and can confidently articulate how they intertwine
- Students are independent thinkers and can scrutinise business reports and strategy
- Students have developed business acumen, in their written and oral abilities





International Opportunities

Visits Programmes

Our international visits programme allows students to explore theoretical aspects of the business course in a real life setting. This is through not only their every day interactions but also through discussions with exchange partners. All Lower Sixth Business students attend the “City of London” visit, with opportunities to visit institutions such as Blackrock, Investec, The Bank of England and Lloyds of London.

Within the curriculum

Stakeholders – how these may differ in line with different international economies

Ethics – The business organisation’s treatment of internal and external stakeholders

Investment – and the disparity of investment opportunities between the developed and developing world.

Wider Reading

Free Financial Times access: <https://www.ft.com/corp-signup/join?token=620c8816-ba8c-4ff5-bd3a-e231347d9656>

Free “The Economist” app access:
www.economicsonline.co.uk

Extra Challenge:

“No Logo” – Naomi Klein

“Screw Business as usual” – Richard Branson

“The almighty dollar” – Dharshini David

“A world without work” – Daniel Susskind



How will we assess impact?

Students will complete the A Level Business course with a full understanding of the core business functions. They will be able to confidently explain the purpose of each function and be mindful of external pressures impacting the role of businesses in the modern, globalised, world.

Students will also have developed work-ready competencies, such as communication, team work and creativity. The teaching style within the department offers frequent opportunities for debate and presentations. Business ethics is referred to throughout the course, prompting students to be mindful of their personal consumption and interaction with business organisations.

Students will also fully appreciate the impact of multi-national corporations and their influence upon the current global economic system. They will be evaluative of the impact of business organisations and the extent to which they embody corporate social responsibility.

“All businesses need to be young forever”

Jeff Bezos