



# A Level Business – Upper 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 set and review strategy

How businesses can grow

The external influences upon business decisions

How organisational change can be actioned and reviewed

The impact of the global economy upon business strategy

The global market and business expansion

How businesses can successfully market their products and services to a global customer

### **What does excellence look like?**

- Students can skilfully evaluate the nature of business decisions across different global contexts
- Students skilfully consider the pressures of change, culture, ethics, globalisation, innovation and strategy in forming business plans
- 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 can evaluate the extent to which profit maximisation should be the main business aim
- Students have developed business acumen, in their written and oral abilities

## **Knowledge, understanding & Skills**

Knowledge - sound understanding of key terms across all business functions

Application - confident ability to apply theories and concepts to international business scenarios

Analysis - sustained practice of developing chains of reasoning in context of a particular business

Evaluation - developing evaluation skills to consider two points of view and the appropriateness of strategic decisions given context

Quantitative skills - growing confidence in utilising quantitative skills to examine business finances

Debate and communication skills - confidence to debate and communicate with peers

### **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





## 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](http://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 Edexcel 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**