

# Applied General A Level Business: L6



## Curriculum Intent

The Business Studies department strive to deliver a well organised vocational business course which suits students who prefer applied learning. We intend students to become knowledgeable business analysts, who have an entrepreneurial flair and ability to apply theory to a range of business scenarios.

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 addressed including Finance, Marketing, Operations and Human Resource Management.

*“Great companies start because their owners want to change the world, not make a fast buck” Guy Kawasaki*

### Students will learn:-

- Profitability
- Breakeven
- Cash Flow
- Balance Sheets
- Ratio Analysis
- Financial statement analysis
- Investment appraisal
- Sources of finance
- The purpose of businesses & enterprise
- Business Ownership
- Setting Business Aims and Objectives
- Stakeholders
- Business Planning
- Recruitment
- Creating a unique selling point
- Competition differentiation
- Enterprise
- Setting Business Aims and Objectives
- Business Planning
- Financial planning
- Marketing planning

### 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?

- 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 critically consider the extent the external environment shapes the operations of a business.

Students are independent thinkers and can scrutinise qualitative and quantitative information in business reports and plans

Students can independently research using appropriate sources and produce reports which summarise their findings





## International Opportunities

### Visits Programmes

Lower Sixth – City of London Visit

All Lower Sixth Business, Economics and Financial Studies students visit a variety of institutions in the City of London to apply theory to real-world contexts.

Example institutions include; Bank of England, Blackrock, Investec, Lloyds of London

### Within the curriculum

**Marketing** – using examples of cultural deviations in advertising and promotion

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

**Business expansion and its role in the 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 sit a full past paper examination before the unit examinations in January.

*"All businesses need to be young forever"* **Jeff Bezos**