

A-Level Business Learning Journey



KEEP CALM AND EXAM PRACTICE



Assessment 3.4 Change

Review and reflection

Selecting a strategy
Implementation of strategic decisions
Strategic investment decisions
Business growth

Strategy and planning
Influences on strategy
Global strategy
Digital strategy



Unit 3 – Business and society, external environment and business strategy

Assessment

Review and reflection

Change
Risk & uncertainty

3.2 Business and the external environment

- P** Political policy
Government activity
Trade restrictions
Taxes
- E** Economic growth / GDP
Employment rate
Exchange rate
Inflation
- S** Demographic variables
Cultural shifts
Consumer behaviour / Lifestyle
- T** Technological changes
Research
Customer engagement / Trends
- L** Values / Labour laws
Job security
Regulation / Industry standards
- E** Environmental factors
Sustainability
Production processes

3.3 Strategy

Sustainability
Corporate Social Responsibility
Environmental, Social & Governance



Unit 3 – Business and society, external environment and business strategy

Competitive environment
Political/legal environment
Economic environment

Competitive environment
Political/legal environment
Economic environment

3.1 Business and society

2.2 Operations management



Business values and culture

Review and reflection

Assessment

Unit 2 – Managing people & operations

Supply chain management
Inventory management
Innovation

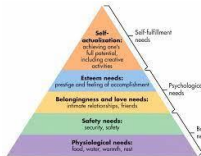


Managing operations
Operations data
Efficiency
Environmental impact of operations

2.3 Managing business culture

Motivation
Methods of rewarding people
Employee wellbeing
Employer & employee relations

HR objectives and planning
Human resource data
Organisational design
Leadership
Developing people



Review and reflection

Assessment

Unit 2 – Managing people & operations

Customer needs
Demand
Target market
Marketing objectives and planning

4 Ps of marketing mix
Digital technology & marketing
Ethical issues in marketing

2.1 People management

1.4 Financial management

Review and reflection

Unit 1 – What is business? Managing marketing & finance

Assessment

1.3 Marketing management

Different forms of Business
Stakeholders

Financial reporting
Assessing financial position and performance
Ethics in finance

Managing finance
Sources of finance
Break-even, Profits
Cash flow and liquidity

1.1 Business and objectives

Review and reflection

Assessment

Unit 1 – What is business? Managing marketing & finance

YEAR 12



welcome

Content
Assessment
Review & reflection



1.2 Forms of business and stakeholders

Entrepreneurs
Business planning and decisions
Business objectives