

AQA A Level Business – 2 Year Curriculum Overview

Text in **red** = also studied in **Year 10 GCSE Business**

Text in **blue** = also studied in **Year 11 GCSE Business**

Text in **purple** = also studied in **Year 12 A level Business**

Year 1	Year 12	Year 2	Year 13
3.1 What is business?	<ul style="list-style-type: none"> • Nature & purpose of business • Business forms • External environment 	3.7 Analysing the strategic position of a business	<ul style="list-style-type: none"> • Mission, corporate objectives & strategy • Financial ratio analysis • Overall performance • Political & legal change • Economic change • Social & technological • The competitive environment • Investment appraisal
3.2 Managers, leadership & decision making	<ul style="list-style-type: none"> • Management, leadership & decision making • Management decision making • Role & importance of stakeholders • 	3.8 Choosing strategic direction	<ul style="list-style-type: none"> • Strategic direction • Strategic positioning
3.3 Decision-making to improve marketing performance	<ul style="list-style-type: none"> • Marketing objectives • Markets & customers • Segmentation, targeting & positioning 	3.9 Strategic methods: how to pursue strategies	<ul style="list-style-type: none"> • Assessing a change in scale • Assessing innovation • Assessing internationalisation • Assessing greater use of digital technology
3.4 Decision-making to improve operational performance	<ul style="list-style-type: none"> • Operational objectives • Operational performance • Efficiency & productivity • Improving quality • Managing inventory and supply chains 	3.10 Managing strategic change	<ul style="list-style-type: none"> • Managing change • Managing organisational culture • Managing strategic implementation • Problems with strategy and why strategies fail
3.5 Decision-making to improve financial performance	<ul style="list-style-type: none"> • Setting financial objectives • Financial performance • Sources of finance • Improving cash flow & profits 		
3.6 Decision-making to improve human resource performance	<ul style="list-style-type: none"> • Setting human resource objectives • Human resource performance • Organisational design and human resource flow • Motivation & engagement • Employer-employee relations 		