

WTBA Learning Journey: A Level Business Studies – Teacher 1

Intent:

It is the vision and aims for the Business Studies Department at Waltham Toll Bar Academy to provide opportunities through a rigorous curriculum to develop commercial minded and enterprising individuals. Business Studies should enable pupils to: Know about entrepreneurs, some well-known and other more local and less well known. Understand what makes a successful entrepreneur. Develop an awareness of their enterprise capabilities so that they are able to consider owning their own business as an alternative career path. They should also be equipped with the employability skills needed for the changing world of work and entrepreneurship.

Key Themes

T1 – Financial/
Economical

T2 – Social

T3 – Morality

Post-18 Links

Business/
Economics

Law

Sociology

Psychology

Key Skills

Critical Thinking

Analysis

Inference

Debating

Justifications

Creativity

Revision

FINAL EXAM

Unit 10 – Managing strategic change

Y13 Mock 2

Strategic drift

Contingency
planning

Implementing
strategy

Culture

Barriers to change

Unit 9 – Strategic methods

Innovation

Globalisation

Internationalisation

Digital technology

Change

Flexible organisations

Synergy

Diseconomi
es of scale

Economies
of scope

External growth

Internal growth

Y13 Mocks 1

Unit 8 – Choosing strategic direction

Over trading

Y12 Mock Exams

Unit 4 – Operational management

YEAR
13

Markets

Strategic
direction

Assessment Point 1

Price

Competitive
advantage

Supply
chains

Inventory

Efficiency

Lean production

Labour
productivity

Capacity

Calculations of ops
data

Operational
objectives

Assessment Point 2

Digital
marketing

Place

Pricing decisions

Product decisions

Unit 3 – Marketing management

Marketing mix

Price elasticity

Income elasticity

Sampling

Market
Research

Marketing
objectives

Assessment Point 1

External Environment

Competition

Incomes/interest
rates

Demographic
factors

Share Price

Business Ownership

Mission & objectives

Why Businesses exist

Shareholders

Profit

YEAR
12

Unit 1 – What is Business?

WTBA Learning Journey: A Level Business Studies – Teacher 2

Intent:

It is the vision and aims for the Business Studies Department at Waltham Toll Bar Academy to provide opportunities through a rigorous curriculum to develop commercial minded and enterprising individuals. Business Studies should enable pupils to: Know about entrepreneurs, some well-known and other more local and less well known. Understand what makes a successful entrepreneur. Develop an awareness of their enterprise capabilities so that they are able to consider owning their own business as an alternative career path. They should also be equipped with the employability skills needed for the changing world of work and entrepreneurship.

Key Themes

T1 – Financial/
Economical



T2 – Social



T3 – Morality



Post-18 Links

Business/
Economics



Law



Sociology



Psychology



Key Skills

Critical Thinking



Analysis



Inference



Debating



Justifications



Creativity



FINAL EXAM

Y13 Mock 2

Revision

Unit 6 -
Human
resource
management

YEAR
13

Y12 Mock Exams

Employer -
Employee
relations

Motivation

Organisational
Design

Calculating and
Interpreting
Human
Resource
Data

Setting Human Resource
Objectives

Strategy
and Tactics

Corporate
Objectives

Political and Legal
Change

Economic Change

Porter's 5 Forces

Short and Long
Term
Performance

Core
Competences

Financial
Ratios

Y13 Mocks 1

Unit 7 –
Choosing
strategic
direction

Assessment Point 1

Internal
and
External
Influences

SWOT

Income
Statements

Balance
Sheets

Unit 5 –
Financial
management

Analysing Profitability

Breakeven

Budgeting

Types of Profit

Internal and External
Sources of Finance

Short- and Long-Term
Finance

Assessment Point 2

The Value of Setting
financial objectives

Cash Flow and
Profit

Cash Flow and
Profit

Unit 2:
Managers,
leadership
and decision
making

YEAR
12

Distinction
between
Management and
Leadership

Influences
on
Leadership
Styles

Effectiveness of
Leadership Styles

Decision
Making
Based on
Data
and on
Intuition

Influences
on Decision
Making

Stakeholder
Conflict

Stakeholder
Mapping

Stakeholders