

AS AND A LEVEL BUSINESS STUDIES COURSE SUMMARY 2015/16

Timing	6 th Form (Edexcel 8BS0)	7 th Form (AQA 2130)	
Autumn Term First Half	Introduction and Study Skills		
	Teacher A Theme 1 - Marketing Marketing objectives The market Market research Market positioning	Teacher B Theme 2 – Managing business activities Internal/external finance Liability Planning Sales forecasting	Teacher A Unit 3 Strategies for Success Marketing Objectives Marketing Strategies
Autumn Term Second Half	Demand Supply Markets Price elasticity of demand	Sales revenue and costs Break-even Budgets Profit Liquidity Business failure	Teacher B Unit 3 Strategies for Success Financial Strategies Investment Decisions Financial Data Financial Objectives Published Accounts
Spring Term First Half	Product/service design Branding and Promotion Pricing strategies Distribution	Production, productivity and efficiency Capacity utilisation Stock control Quality management	Operational Objectives Operational Strategies
Spring Term Second Half	Product lifecycle and portfolio Marketing strategy	Economic influences Legislation Theme 1 HR functions Staffing Recruitment and selection Organisational design	Unit 4 Assessing Change in the Business Environment - External Economic Environment Political & Legal Environments
Summer Term First Half	Revision Practice Exam Papers External Exams – PAPER 1 & 2	Revision Practice Exam Papers External Exams – PAPER 1 & 2	Unit 4 Assessing Change in the Business Environment – Internal Planning Change Influences on Change – leadership and Culture
			Social and Technological Environments The Competitive Environment Research Project Practice Papers
			Making Strategic Decisions Managing change Research Project Practice Papers
			Study leave for External Exams External Exams BUSS3 & BUSS4

Summer Term Second Half	A2 Course begins	A2 Course begins	
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