

EPCHS Business Department: Year 12 Programme of Study

AQA A Level Business Qualification 2020-2021

Year/Term	Units of Work	Intent
Term 1	Unit 1 Understanding the nature and purpose of business Unit 2 Managers, leadership and decision making Unit 3 Decision making to improve marketing performance Unit 4 Decision making to improve operational performance	<ul style="list-style-type: none"> • Understanding the nature and purpose of business • Understanding different business forms • Understanding that businesses operate within an external environment • Understanding management, leadership and decision making • Understanding management decision making • Understanding the role and importance of stakeholders • Understanding Markets and Customers • Making marketing decisions: segmentation, targeting, positioning • Making marketing decisions: using the marketing mix • Setting operational objectives • Analysing operational performance • Making operational decisions to improve performance: increasing efficiency and productivity, improving quality, managing inventory and supply chains
Term 2	Unit 5 Decision making to improve financial performance	<ul style="list-style-type: none"> • understand the value of setting financial objectives • Analysing financial performance • Making financial decisions: sources of finance • Making financial decisions: improving cash flow and profits
Term 3	Unit 6 Decision making to improve human resource performance START of UNIT 7	<ul style="list-style-type: none"> • Setting human resource objectives • Analysing human resource performance • improving organisational design and managing the human resource flow • improving motivation and engagement • improving employer-employee relations