

## EPCHS Business Department: Year 13 Programme of Study

*AQA A Level Business Qualification 2020-2021*

Year/Term	Units of Work	Intent
<b>Term 1</b>	<p>Unit 7 Analysing the strategic position of a business: mission corporate objectives and strategy</p> <p>Unit 8 Strategic direction: choosing which markets to compete in and what products to offer</p>	<ul style="list-style-type: none"> <li>• learn about influences on the mission of a business</li> <li>• Analysing the existing internal position of a business to assess strengths and weaknesses: financial ratio analysis</li> <li>• Analysing the external environment to assess opportunities and threats: political and legal change</li> <li>• Analysing the external environment to assess opportunities and threats: economic change</li> <li>• Analysing the external environment to assess opportunities and threats: social and technological</li> <li>• Analysing the external environment to assess opportunities and threats: the competitive environment</li> <li>• Analysing strategic options: investment appraisal</li>   <li>• Strategic positioning: choosing how to compete</li> </ul>
<b>Term 2</b>	<p>Unit 9 Strategic methods: how to pursue strategies: Assessing a change in scale</p> <p>Unit 10 Managing strategic change: Managing change</p>	<ul style="list-style-type: none"> <li>• To be able to analyse why a business might grow or retrench.</li> <li>• Assessing innovation</li> <li>• Assessing internationalisation</li> <li>• Assessing greater use of digital technology</li>   <li>• learn about causes of pressures for change</li> <li>• Managing organisational culture</li> <li>• Managing strategic implementation</li> <li>• Problems with strategy and why strategies fail</li> </ul>
<b>Term 3</b>	Examinations	