

Subject	Year	Term
Business	Year 12	Autumn 1
Topic		
3.1.1 What is Business?		
Content (Intent)		
Prior Learning – This is the first unit within the A Level theory and acts as a starting point in the subject.		
Students of this course should study business in a variety of contexts (eg large/small, UK focused/global, service/manufacturing) and consider the importance of the context of business in relation to decision making. The topics covered are:		
Business Objectives	Profit, growth, survival, cash flow, social and ethical objectives	
The Relationship between mission & objectives	common objectives & why businesses set objectives	
The measurement & importance of profit	revenue, fixed costs, variable costs & total costs	
Business Ownership	Sole Traders, Limited Companies, Public Sector, Non Profit Organisations	
Business Ownership	The effects of ownership on mission, objectives, decisions and performance	
Issues with different forms of business	unlimited & limited liability, ordinary share capital, dividends & market capitalisation	
Role of Shareholders	Why do they invest?	
Share Prices	Influences & the significance of share price changes (what make shares increase in price)	
What is Demand?	How the external environment can affect costs and demand	
Factors that influence demand	competition, market conditions, incomes, interest rates, demographic factors & environmental issues	
Index Numbers	Students need to interpret basic index numbers	
Future Learning – This provides the fundamental understanding that is used throughout the remaining nine units.		
How will knowledge and skills be taught? (Implementation)	How will your understanding be assessed & recorded (Impact)	
This topic will involve links to the four assessment objectives throughout and will include, but not be limited to: <ul style="list-style-type: none"> - Teacher led lesson content - Independent learning tasks - Group discussion/debates and questioning - Using business terminology - Reference to business examples throughout 	<ul style="list-style-type: none"> - End of topic assessment - Past Paper responses and essays. Marked and feedback given. - Verbal responses. Individual and class feedback given. 	
How can parents help at home?		
<ul style="list-style-type: none"> • Discussing ideas and content at home & linking it to real businesses that they know • Watch the news and/or read a good quality newspaper • Watch any topical films or documentaries that link to Business e.g. Panorama, dispatches etc. 		
Support us with our department's high expectations of spelling, grammar, punctuation, and minimum standards.		
Helpful further reading/discussion		
Reading	Vocabulary Key Words	Careers Links
<ul style="list-style-type: none"> - My revision notes: AQA A Level Business - Business Review magazines (subscribe online) - Tutor2U website - BBC Business news 	<ul style="list-style-type: none"> - Unlimited Liability - Strategy - Objectives - Mission Statements - Market Capitalisation 	<ul style="list-style-type: none"> - Business Management - Market Analysts

