

AQA A-level Business

Year 1:

Unit 1 What is business?

Unit 2 Managers, leadership and decision making

Unit 3 Marketing management

Unit 4 Operational management

Unit 5 Financial management

Unit 6 Human resource management



Year 2:

Unit 7 Analysing the strategic position of a business

Unit 8 Choosing strategic direction

Unit 9 Strategic methods: how to pursue strategies

Unit 10 Managing strategic change



SPALDING
GRAMMAR SCHOOL

AQA A-level Business

Unit 1: What is business?

- 1.1 Understanding the nature and purpose of business
- 1.2 Understanding different business forms
- 1.3 Understanding that businesses operate within an external environment

Unit 2: Managers, leaders and decision making

- 2.1 Understanding management, leadership and decision making
- 2.2 Understanding management decision making
- 2.3 Understanding the role of importance of stakeholders

Unit 3: Marketing management

- 3.1 Setting marketing objectives
- 3.2 Understanding markets and customers
- 3.3 Making marketing decisions: segmentation, targeting, positioning
- 3.4 Making marketing decisions: using the marketing mix

Unit 4: Operational Management

- 4.1 Setting operational objectives
- 4.2 Analysing operational performance
- 4.3 Making operational decisions to improve performance: increasing efficiency and productivity
- 4.4 Making operational decisions to improve performance: improving quality
- 4.5 Making operational decisions to improve performance: managing inventory and supply chains

Unit 5: Financial Management

- 5.1 Setting financial objectives
- 5.2 Analysing financial performance
- 5.3 Making financial decisions: sources of finance
- 5.4 Making financial decisions: improving cash flow and profits

Unit 6: Human Resource Management

- 6.1 Setting human resource objectives
- 6.2 Analysing human resource performance
- 6.3 Making human resource decisions: improving organisational design and managing the human resource flow
- 6.4 Making human resource decision: improving motivation and engagement
- 6.5 Making human resource decisions: improving employer-employee relations

AQA Year 1



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Unit 7: Analysing the strategic position of a business

- 7.1 Mission, corporate objectives and strategy
- 7.2 Analysing the existing internal position of a businesses to assess strengths and weaknesses: financial ratio analysis
- 7.3 Analysing the existing internal position of a business to assess strengths and weaknesses: overall performance
- 7.4 Analysing the external environment to assess opportunities and threats: political and legal change
- 7.5 Analysing the external environment to assess opportunities and threats: economic change
- 7.6 Analysing the external environment to assess opportunities and threats: social and technological
- 7.7 Analysing the external environment to assess opportunities and threats: the competitive environment
- 7.8 Analysing strategic options: investment appraisal

Unit 8: Choosing strategic direction

- 8.1 Strategic direction: choosing which markets to compete in and what products to offer
- 8.2 Strategic positioning: choosing how to compete

Unit 9: Strategic methods

- 9.1 Assessing a change in scale
- 9.2 Assessing innovation
- 9.3 Assessing globalisation and internationalisation
- 9.4 Assessing greater use of digital technology

Unit 10: Managing strategic change

- 10.1 Managing change
- 10.2 Managing organisational culture
- 10.3 Managing strategic implementation
- 10.4 Problems with strategy and why strategies fail

AQA Year 2

