

## Advanced Information for 2022 exams

### *Curriculum intent and implementation for: BUSINESS*

Location of Advanced Information: <https://filestore.aqa.org.uk/content/summer-2022/AQA-7136-AI-22.PDF>

Summary of main content focus from the specification:

AS	Paper 1	Paper 2	Paper 3	Notes
3.1.1 What is a business	No	No	No	Not on any of the papers but the concepts and topics are the building blocks of the course and are useful to revise
3.1.2 Understanding different business form	Yes	Yes	No	
3.1.3 Understanding how business operate in an external environment	Yes	Yes	No	Useful to revise as it links in well with 3.7
3.2.1 Understanding managers, leaders and decision making	No	No	No	Not on any of the papers but the concepts and topics link in well with topics such as motivation
3.2.2 Understanding management decision making	Yes	No	No	Tutor2u Hot Topic Scientific decision making
3.2.3 Understanding the role and importance of stakeholders	Yes	No	Yes	
3.3.1 Setting marketing objectives	Yes	Yes	No	
3.3.2 Understanding markets and customers	No	Yes	No	Tutor2u Hot Topics: Secondary Market Research Sampling Use of data Technology and marketing decision making
3.3.3 Marketing decision making: Segmentation,	Yes	Yes	No	Tutor2u Hot Topics: Niche and Mass Marketing Market Segmentation

targeting and positioning				
3.3.4 Making marketing decisions: Using the marketing mix	Yes	Yes	Yes	Tutor2u Hot Topics: Consumer Goods and Industrial Goods Promotional Decisions Digital Marketing
3.4.3 Making operational decisions to improve performance: Increasing efficiency and productivity	Yes	No	No	Tutor2u Hot Topics: Importance of efficiency and productivity Choosing the optimal resource mix Technology and Operational Efficiency
3.4.4 Making operational decisions to improve performance: improving quality	Yes	No	No	
3.4.5 Making operational decisions to improve performance: inventory and supply chains	No	Yes	No	Tutor2u Hot Topic: Producing to order
3.5.1 Setting financial objectives	Yes	No	No	
3.5.2 Analysing financial performance	Yes	No	Yes	
3.5.3 Making financial decisions: sources of finance	Yes	No	Yes	Tutor2u Hot Topics: Bank Loans Retained Profit Share Capital
3.5.4 Making financial decisions: Improving cash flow and profit	Yes	No	Yes	Tutor2u Hot Topic: Methods of improving cash flow
3.6.1 Setting Human Resource Objectives	No	No	No	It would be useful to revise Hard and Soft HR as it links in synoptically
3.6.2 Analysing Human resource performance	Yes	No	No	
3.6.3 Making human resource decisions:	Yes	No	No	

Improving organisational design and managing human resources flow				
3.6.4 Making human resource decisions: improving motivation and engagement	No	Yes	No	Tutor2u Hot Topic: Maslow's Hierarchy of needs
3.7.1 Mission, corporate objectives and strategy	Yes	No	No	Tutor2u Hot Topics: Influences on the Mission of a Business Distinction between Strategy and Tactics
3.7.2 Analysing the existing internal position of a business to assess strengths and weaknesses: financial ratio analysis	Yes	No	No	
3.7.3 Analysing the existing internal position of a business to assess strengths and weaknesses: Overall performance	Yes	No	No	
3.7.4 Analysing the external environment to assess opportunities and threats: Political and legal change	Yes	No	No	Tutor2u Hot Topics Competition Legislation Labour Market Legislation
3.7.5 Analysing the external environment to assess opportunities and threats: economic change	No	Yes	No	Tutor2u Hot Topics: Inflation Reasons for Greater Globalisation Importance of Globalisation for businesses Importance of Emerging Economies
3.8.1 Strategic direction: Choosing which market to operate in and	Yes	Yes	No	

what products to offer				
3.8.2 Strategic positioning: choosing how to compete	Yes	No	No	
3.9.1 Assessing a change in scale	Yes	Yes	Yes	Tutor2u Hot Topics: Economies of Scope Experience Curve Synergy Overtrading Mergers and takeovers
3.9.2 Assessing innovation	No	No	Yes	Tutor2u Hot Topics: Kaizen Benchmarking Impact of Innovation on the functional areas of a business
3.9.4 Assessing greater use of digital technology	Yes	No	No	Tutor2u Hot Topics: Big Data Enterprise Resource Planning (ERP)
3.10.1 Managing Change	Yes	No	No	Tutor2u Hot Topics Causes and Types of Change Value of Change Restructuring Flexible Employment Contracts
3.10.2 Managing Organisational Culture	No	No	Yes	Tutor2u Hot Topics: Reasons for Changing Organisational Culture Problems with Changing Organisational Culture
3.10.3 Managing Strategic Implementation	Yes	No	Yes	Tutor2u Hot Topics: Value of Communication in Strategic Implementation Importance of Organisational Structure in Strategic Implementation
3.10.4 Problems with Strategy and why it fails	Yes	Yes	Yes	Tutor2u Hot Topics: Divorce of Ownership & Control Corporate Governance Evaluating Strategic Performance Strategic Planning

### Advice on synoptic links/other topics to provide supporting knowledge:

Please see 'notes' in the table above.

The information in blue is not detailed on the advanced information, however those aspects provide strong synoptic links with other areas of the specification that is contained on the advance information and therefore will remain a focus for teaching/intervention/revision.

I have added Tutor2u's suggested 'Hot Topics' to help you focus your revision

### Dates of final exams:

Paper 1 – Paper1 exam (WEDNESDAY 25<sup>th</sup> PM)

Paper 2 – Paper2 exam (THURSDAY 9<sup>th</sup> AM)

Paper 3 – Paper3 exam (THURSDAY 16<sup>th</sup> PM)

### Lesson and intervention schedule from mocks to exams:

Wk. Beg.	Lesson topics	Intervention schedule
07 Mar	<i>Yr. 13 Mock Exams</i>	N/A
14 Mar	<i>Yr. 13 Mock Exams</i>  Drop in during normal lesson time	A02 Context Skills – Case Study work
21 Mar	Assessing Greater Use of Digital Technology Managing Change	EXAM SKILLS A03
28 Mar	Managing Change Managing Organisational Culture	EXAM SKILLS A04
04 Apr	<i>EASTER</i>	EASTER
11 Apr	<i>EASTER</i>	INTERVENTION (4 hours – THURSDAY): Ratios 16-mark questions
18 Apr	<i>18/19 Apr Bank Holiday</i>  <b>NO LESSON MONDAY (Bank Holiday)</b>  Managing Organisational Culture	<i>Progress Day</i> – green pen of mocks and key revision points

<b>25 Apr</b>	Managing Strategic Implementation Problems with Strategy and why it fails	HRM – TUTOR2U/STUDENT LED
<b>02 May</b>	<i>2 May Bank Holiday</i>  Revision – Business Ownership (Wednesday only due to Bank Holiday)	1:1 MEETINGS
<b>09 May</b>	<b>MONDAY:</b> Understanding markets and customers  <b>WEDNESDAY:</b> Assessing a change in scale	A04: Evaluation and 25-mark questions
<b>16 May</b>	<b>MONDAY:</b> RED/AMBER FOCUS GROUP – ALL AREAS/SKILLS  <b>WEDNESDAY:</b> Student Drop In	Price Elasticity of Demand
<b>23 May</b>	<b>MONDAY:</b> PAPER 2 SPECIFICS (drop-in for available students)  Paper 1 exam (WEDNESDAY 25 <sup>th</sup> PM)	
<b>30 May</b>	Holiday	30 May
<b>06 June</b>	Paper 2 exam (THURSDAY 9 <sup>th</sup> AM)  <b>WEDNESDAY:</b> PAPER 3 SPECIFICS (drop-in for available students)	
<b>13 June</b>	Paper 3 exam (THURSDAY 16 <sup>th</sup> PM)	