



Course Outline: AQA Applied A Level Business – Year 13

Rationale– As part of your three unit programme in year 13, you will submit four pieces of coursework. This will cover two units; one unit focuses on the research required to set up a business (Unit 5) and the second focuses on a promotional campaign for it. As the promotional campaign forms part of your business research it is sandwiched between the two assignments for Unit 5. This will show that you can complete the research required to successfully set up a business and plan an appropriate promotional campaign to support it.

In Unit 4 you will study the roles of management and leadership, this involves looking at the difference between leadership and management in different organisational structures. You will consider their impact on employees' performance and how together they work in order to achieve company objectives. Assessment will be a formal exam in January.

External examination outline

	CONTENT	KEY/FUNDAMENTAL CONCEPTS	ASSESSMENT	
Autumn Term	<ul style="list-style-type: none"> Managers' Roles: Leaders' Roles: Managers verses Leaders Organisational structure: Leadership & Power 	<p>Managers' Roles</p> <ul style="list-style-type: none"> FOCUS and business canvas model <p>Leaders' Roles</p> <p>Managers verses Leaders</p> <ul style="list-style-type: none"> Transformational V transactional People focus V operational focus seeking V risk minimising <p>Organisational structure</p> <ul style="list-style-type: none"> Tall, flat Centralised, decentralised Matrix, hierarchical Where decisions are made and communication within the organisation <p>Leadership & Power</p> <ul style="list-style-type: none"> Position power Legitimate power (coercive and reward) Personal power (expert and referent) Tannenbaum and Schmidt leadership continuum Different motivational needs of employees Business Culture 	<p>Mix of shorter answer questions based on leaders, managers and structures.</p> <p>Class and home based</p>	
	Half-term			
	<ul style="list-style-type: none"> Factors affecting employee motivation Factors affecting the performance of teams Changing environment Roles of managers and leaders in a changing environment and actors resisting organisational change Implementing organisational change 	<p>Factors affecting employee motivation</p> <ul style="list-style-type: none"> Johnson and Scholes cultural web Content e.g. Taylor, McGregor, Maslow Herzberg Process e.g. Locke and Vroom Factors: Financial & Non-financial, Organisational culture <p>Factors affecting the performance of teams</p> <ul style="list-style-type: none"> Composition of teams Empowerment <p>Changing environment</p> <ul style="list-style-type: none"> Internal, external change Incremental, disruptive change Force field analysis <p>Roles of managers and leaders in a changing environment and factors resisting organisational change</p> <ul style="list-style-type: none"> Culture, Strategic and Structural change Procedural change Factors resisting change <p>Implementing organisational change</p> <ul style="list-style-type: none"> ADKAR Financial/operational constraints on the ability to change Use of leadership & empowerment to implement organisational change 	<p>Mix of shorter answer questions based on motivation and external environment'l building skills towards a 20 mark piece of extended writing.</p> <p>Class and home based</p>	
Christmas Holiday				
Spring Term		<ul style="list-style-type: none"> Revision <p>Exam Date: January</p>	<ul style="list-style-type: none"> U4 External exam 	

Coursework outline

	CONTENT	KEY/FUNDAMENTAL CONCEPTS	ASSESSMENT
Autumn Term	U5 Investigate potential business ideas (PO1) U5 Develop a business proposal (PO2)	<ul style="list-style-type: none"> • Target markets • Products/services • Resource implications of new businesses (financial, operations, human resources and marketing) • Business decision making • Research planning • Data collection and analysis • Cashflow • Profit and Loss • Breakeven • Business aims and objectives • Coherence of business ideas 	Board set assignment brief covering PO1 and PO2 of unit 5 (25 marks/100 UMS)
	Half-term		
	U8 PO1 Investigate small business marketing communications U8 PO2 Plan a marketing communications strategy	<ul style="list-style-type: none"> • Marketing communications, channels and message • Modern and traditional marketing communications • Impact of the business position on marketing • Market research into target markets • Market research into channels and message • Delivering a marketing strategy • Building customer loyalty 	Board set assignment brief covering PO1 and PO2 of unit 8 (25 marks/100 UMS)
Christmas Holiday			
Spring Term	U8 PO3 Develop a marketing communications mix U8 PO4 Recommend a schedule of marketing communications	<ul style="list-style-type: none"> • Producing marketing communications materials • Verbal, nonverbal and visual methods • Target market approval • Costing marketing communications • Marketing communications rationale • Making marketing communications coherent • Marketing communication schedules • Marketing communications metrics • Impact of marketing communications on the business • Making changes to business in response to marketing communications 	Board set assignment brief covering PO3 and PO4 of unit 8 (25 marks/100 UMS)
	Half-term		
	U8 PO3 Present a business proposal to funding providers U8 PO4 Review a business proposal	<ul style="list-style-type: none"> • Communicating business ideas • Justifying a business proposal • Risks to a new business • Responding • Vision and aims • Adapting business plans in response to risk 	Board set assignment brief covering PO3 and PO4 of unit 5 (25 marks/100 UMS)
Easter Holiday			