

|                              | Year 13 Business – AQA – Curriculum Sequence 2026 -2027 (Out- going Specification)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |               |
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|                              | Autumn Term 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Autumn Term 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Spring Term 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Spring Term 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Summer Term 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Summer Term 2 |
| <b>BIG Q Content (max 5)</b> | <p><b><i>How does a business work out where it really stands before deciding what to do next? (3.7 Analysing the strategic position of a business)</i></b></p> <ul style="list-style-type: none"> <li>• Mission, corporate objectives and the link between objectives and strategy</li> <li>• Analysing financial ratios in depth: profitability, liquidity, efficiency and gearing to assess strategic position</li> <li>• Analysing the external environment: PESTLE factors and how they shape strategic options</li> <li>• Porter's Five Forces and competitive advantage in assessing the industry environment</li> </ul> <p>Analysing the internal position of a business: SWOT analysis and portfolio analysis (BCG matrix)</p> | <p><b><i>Once a business knows its position, how does it decide which direction to take? (3.8 Choosing strategic direction)</i></b></p> <ul style="list-style-type: none"> <li>• Determining strategic direction using the Ansoff Matrix: market penetration, market development, product development, diversification</li> <li>• Assessing the risk and reward of each Ansoff strategy in different business contexts</li> <li>• Strategic positioning: cost leadership vs differentiation as competing approaches</li> <li>• Choosing how to compete: the value of building a sustainable competitive advantage</li> </ul> <p>Evaluating strategic options against a business's mission, objectives and resources</p> | <p><b><i>What practical methods do businesses actually use to pursue their chosen strategy? (3.9 Strategic methods: how to pursue strategies)</i></b></p> <ul style="list-style-type: none"> <li>• Assessing a change in scale: organic growth, mergers, takeovers, retrenchment and reasons for changing scale</li> <li>• Assessing innovation: the value and risk of being a market leader vs a follower</li> <li>• Assessing internationalisation: reasons for, and methods of, expanding overseas</li> <li>• Assessing greater independence: vertical/horizontal integration, outsourcing and insourcing</li> </ul> <p>Evaluating which strategic method best fits a given business scenario</p> | <p><b><i>Why do so many good strategies fail in practice, and how can businesses manage change successfully? (3.10 Managing strategic change)</i></b></p> <ul style="list-style-type: none"> <li>• Managing change: the causes of change and reasons for resistance to change</li> <li>• Managing organisational culture and the link between culture and successful strategy</li> <li>• Problems with strategy: why strategies fail, including poor implementation and unforeseen events</li> <li>• Managing strategic implementation: resource allocation, project management and leadership of change</li> </ul> <p>Consolidation of 3.7-3.10 with exam-style application to unfamiliar strategic case studies</p> | <p><b><i>How ready are we to bring together the whole A-level course under exam conditions? (Full course revision begins)</i></b></p> <ul style="list-style-type: none"> <li>• Interleaved revision combining Units 3.1-3.6 (marketing, operations, finance, HR) with Units 3.7-3.10 (strategy)</li> <li>• Timed practice of Paper 1 (Markets and business behaviour) and Paper 2 (Managing business)</li> <li>• Timed practice of Paper 3 (synoptic case study) with a focus on strategic decision-making</li> <li>• Modelling high-level extended-response answers and applying sophisticated concepts accurately</li> <li>• 1:1 and whole-class feedback on mock results with individual target-setting from mock QLA.</li> </ul> |               |
| <b>Vocabulary (max 10)</b>   | <ol style="list-style-type: none"> <li>1. Mission Statement</li> <li>2. Corporate Objectives</li> <li>3. Gearing Ratio</li> <li>4. PESTLE</li> <li>5. Porter's Five Forces</li> <li>6. Competitive Advantage</li> <li>7. SWOT Analysis</li> <li>8. BCG Matrix</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <ol style="list-style-type: none"> <li>1. Ansoff Matrix</li> <li>2. Market Penetration</li> <li>3. Market Development</li> <li>4. Diversification</li> <li>5. Cost Leadership</li> <li>6. Differentiation</li> <li>7. Competitive Strategy</li> <li>8. Strategic Risk</li> <li>9. Sustainable Advantage</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                      | <ol style="list-style-type: none"> <li>1. Organic Growth</li> <li>2. Merger</li> <li>3. Takeover</li> <li>4. Retrenchment</li> <li>5. Market Leader</li> <li>6. Internationalisation</li> <li>7. Vertical Integration</li> <li>8. Outsourcing</li> <li>9. Insourcing</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                      | <ol style="list-style-type: none"> <li>1. Organisational Culture</li> <li>2. Resistance to Change</li> <li>3. Strategic Drift</li> <li>4. Force Field Analysis</li> <li>5. Strategic Implementation</li> <li>6. Contingency Planning</li> <li>7. Stakeholder Mapping</li> <li>8. Change Management</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                         | <ul style="list-style-type: none"> <li>• Synoptic Assessment</li> <li>• Extended Response</li> <li>• Command Words</li> <li>• Case Study</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |               |

