Curriculum Map: AQA A-Level Business – First teaching 2026

Assessment Overview:

Component – all examinations are synoptic	**Assessment**	**% of final A Level Grade**
Paper 1: Assesses content in Unit 3.1	Written exam: 2 hours 100 marks	33.3%
Paper 2: Assesses content in Unit 3.2 (with links to Unit 3.1)	Written exam: 2 hours 100 marks	33.3%
Paper 3: Assesses content in Unit 3.3 (with links to Units 3.1 and 3.2)	Written exam: 2 hours 100 marks	33.3%

Curriculum Map Year 12

	Topic	**Key Knowledge** *What will students know by the end of this topic?*	**Key Skills** *What skills will students have developed by the end of this topic?*	**Assessment Opportunities** *How will student progress be measured?* *What are the key assessment pieces?*
Half Term 1 Key	3.1.1 Business and Objectives; 3.1.2 Forms of Business and Stakeholders	Entrepreneurs and reasons for setting up a business Business planning, competitiveness, risk, reward and ethics SMART business objectives Forms of business: sole traders, Ltd, plc, co-operatives and social enterprises Limited and unlimited liability Market capitalisation, dividend per share and dividend yield Stakeholders, stakeholder analysis and ethical responsibilities	Apply business concepts to real organisations (AO1 and AO2) Interpret ownership structures and stakeholder interests (AO1, AO2 and AO3) Calculate market capitalisation and dividend yield (AO2) Develop evaluation of ethical business decisions (AO3 and AO4) AO1 knowledge and AO2 application development	Retrieval quizzes, terminology tests, knowledge questions, end-of-unit assessment
Subject Specific Study	**Subject Specific Study Skills Focus** • Consolidate lesson notes weekly. • Complete retrieval and knowledge-check activities.			

	Topic	Key Knowledge *What will students know by the end of this topic?*	Key Skills *What skills will students have developed by the end of this topic?*	Assessment Opportunities *How will student progress be measured?* *What are the key assessment pieces?*
Skill Focus	• Build a portfolio of real business examples. • Read business news and analyse current business decisions. • Practise quantitative skills and exam technique. • Make synoptic links across marketing, finance, HR and operations.			
Half Term 2	3.1.3 Marketing Management	Market research: primary, secondary, quantitative and qualitative Confidence intervals and market mapping B2B, B2C and C2C markets Market size, market growth, market share and return on marketing spend Demand, PED and YED Segmentation, targeting and niche versus mass markets Marketing objectives and planning	Calculate and analyse marketing data (AO1 and AO2) Interpret market research evidence (AO2) Apply segmentation and targeting models (AO2 and AO3) Evaluate marketing objectives in context (AO4) Develop 9- and 16-mark responses (All assessment objectives)	Data response questions, marketing calculations, case studies
Subject Specific Study Skill Focus	Subject Specific Study Skills Focus • Consolidate lesson notes weekly. • Complete retrieval and knowledge-check activities. • Build a portfolio of real business examples. • Read business news and analyse current business decisions. • Practise quantitative skills and exam technique. • Make synoptic links across marketing, finance, HR and operations.			
Half Term 3	3.1.3 Marketing Mix and Digital Marketing; 3.1.4 Financial Management	Product life cycle, Boston Matrix and new product development Pricing methods and pricing strategies	Analyse marketing mix decisions (AO3) Interpret digital marketing metrics (AO2) Evaluate competitiveness (AO4)	Marketing assessment, quantitative skills checks, exam-style questions

	Topic	Key Knowledge *What will students know by the end of this topic?*	Key Skills *What skills will students have developed by the end of this topic?*	Assessment Opportunities *How will student progress be measured?* *What are the key assessment pieces?*
		Distribution channels and multichannel distribution Promotion, branding and personal selling Digital marketing, CRM, analytics and AI Financial objectives and sources of finance Break-even analysis, contribution and margin of safety	Calculate break-even output and contribution (AO2) Use quantitative skills in business contexts (AO2 and AO3)	
Subject Specific Study Skill Focus	Subject Specific Study Skills Focus • Consolidate lesson notes weekly. • Complete retrieval and knowledge-check activities. • Build a portfolio of real business examples. • Read business news and analyse current business decisions. • Practise quantitative skills and exam technique. • Make synoptic links across marketing, finance, HR and operations.			
Half Term 4	3.1.4 Financial Management 3.2.1 People Management	Profitability, budgets and budget variances Cash flow forecasting and liquidity Financial reporting, ROCE, ROI and gearing Assessing financial performance HR objectives and workforce planning	Interpret financial statements (AO2 and AO3) Calculate ratios and analyse trends (AO2 and AO3) Assess business performance against objectives (AO3) Interpret HR metrics (AO1, AO2 and AO3) Evaluate organisational structures and leadership styles (AO4)	Financial ratio tests, case studies, mid-unit assessments

	Topic	Key Knowledge *What will students know by the end of this topic?*	Key Skills *What skills will students have developed by the end of this topic?*	Assessment Opportunities *How will student progress be measured? What are the key assessment pieces?*
		HR data including productivity, turnover and employee costs Organisational design and leadership		
Subject Specific Study Skill Focus	Subject Specific Study Skills Focus • Consolidate lesson notes weekly. • Complete retrieval and knowledge-check activities. • Build a portfolio of real business examples. • Read business news and analyse current business decisions. • Practise quantitative skills and exam technique. • Make synoptic links across marketing, finance, HR and operations.			
Half Term 5	3.2.1 People Management 3.2.2 Operations Management	Appraisal, talent management and teamwork Motivation: Taylor, Maslow and Herzberg Financial and non-financial rewards Employee wellbeing and employee relations Operations objectives and KPIs Efficiency, lean production and quality management • Sustainability, supply chains, inventory management, innovation, project management, economies of scale and technology in operations	Evaluate motivation and reward strategies (AO4) Analyse employee relations issues (AO3) Calculate productivity, capacity utilisation and inventory measures (AO1 and AO2) Assess operational performance (AO3 and AO4) Evaluate quality, sustainability and supply chain decisions (AO4) Develop extended analysis and evaluation skills (AO3 and AO4)	End-of-topic assessments, Paper 1 style Year 12 examination
Subject Specific Study	Subject Specific Study Skills Focus • Consolidate lesson notes weekly. • Complete retrieval and knowledge-check activities. • Build a portfolio of real business examples.			

	Topic	Key Knowledge *What will students know by the end of this topic?*	Key Skills *What skills will students have developed by the end of this topic?*	Assessment Opportunities *How will student progress be measured?* *What are the key assessment pieces?*
Skill Focus	• Read business news and analyse current business decisions. • Practise quantitative skills and exam technique. • Make synoptic links across marketing, finance, HR and operations.			

Curriculum Map Year 13: AQA A Level Business

	Topic	Key Knowledge *What will students know by the end of this topic?*	Key Skills *What skills will students have developed by the end of this topic?*	Assessment Opportunities *How will student progress be measured?* *What are the key assessment pieces?*
Half Term 1	**Analysing the strategic position of a business**	• Analysing the existing internal position of a business to assess strengths and weaknesses: overall performance • Analysing the external environment to assess opportunities and threats: economic change • Analysing the external environment to assess opportunities and threats: political and legal change	Interpret and analyse financial, operations and HR data (AO2, AO3) Assess the value of measures assessing business performance (AO4) Interpret and explain changes in economic data for the UK, the European Union and globally (AO2, 3) Explain and evaluate the impact of changes in the UK and global economic environment affect UK businesses (AO3, 4) Identify and explain the importance of globalisation for businesses (AO2, 3) Explain the impact of changes in the political and legal environment on strategic and functional decision making (AO2, 3)	Paper 2 style AS paper Multiple choice questions, short answer questions Classwork and homework based on PPQ's with exposure to a range of contexts Mid unit assessments for 3.7

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		• Analysing the external environment to assess opportunities and threats: social and technological	Explain impact of the social and technological environment on strategic and functional decision making (AO3) Assess the pressures for socially responsible behaviour (AO2, 3, 4)	
Subject Specific Study Skill Focus	**Students should:** • Consolidate notes after each lesson and use the bank of resources available on Microsoft Teams to enhance their understanding • Research into UK and EU political history to show the influences over labour and environmental policy over time • Research into the UK economy and economic policy over time to show influences on business decision making • Investigate how globalisation has affected both UK and international businesses • Find examples to support the models learned this half term (Kaplan and Norton's Balanced Scorecard, Elkington's Triple Bottom Line, Carrolls Corporate Social Responsibility pyramid)			
Half Term 2	**Analysing the strategic position of a business**	• Analysing the external environment to assess opportunities and threats: the competitive environment • Analysing strategic options: investment appraisal	Identify and explain the impact of Porter's Five Forces on business strategy (AO1, 2, 3) Explain why Porter's Five Forces may change and the implications for short term and long term strategic decision making (AO3, 4) Calculate and interpret different investment appraisal methods including payback period, average rate of return and net present value (AO2, 3) Explain the financial and non-financial influences affecting investment decisions (AO2, 3)	Multiple choice questions, short answer questions Classwork and homework based on PPQ's with exposure to a range of contexts Quantitative skills practice End of unit assessments for 3.7
Subject Specific Study Skill Focus	**Students should:** • Consolidate notes after each lesson and use the bank of resources available on Microsoft Teams to enhance their understanding • Find examples to support the models learned this half term (Porter's Five Forces) • Synoptic links practice – students to build revision resources to ensure these are embedded in their memory			

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Half Term 3	Choosing strategic direction	• Strategic direction: choosing which markets to compete in and what products to offer • Strategic positioning: choosing how to compete	Explain the influences on which markets to compete in (AO2, 3) Assess the value of deciding on strategic direction (AO3, 4) Identify and explain how a range of businesses compete in terms of benefits and price, and the influences on these decisions (AO2, 3) Assess the importance of competitive advantage (AO2, 3, 4)	January assessment (Paper 3 style) Multiple choice questions, short answer questions Classwork and homework based on PPQ's with exposure to a range of contexts End of unit assessment for 3.8
	Strategic methods: how to pursue strategies	• Assessing a change in scale • Assessing innovation • Assessing internationalisation • Assessing greater use of digital technology	Explain reasons why businesses grow or retrench and the influences on these decisions (AO2, 3) Assess the issues faced with growth or retrenchment and the impact on functional areas (AO3, 4) Explain the pressures for, and value of innovation for businesses (AO2, 3) Assess the impact of an innovation strategy on the functional areas of the business (AO3, 4) Identify and explain reasons for targeting, operating in and trading with international markets (AO1, 2, 3) Assess difficulties faced by international business including pressures for local responsiveness and pressures for cost reduction (AO2, 3, 4)	

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			Identify and explain the pressures to adopt digital technology (AO1, 2, 3) Explain and evaluate the impact of digital technology on the functional areas of the business (AO2, 3, 4)	
Subject Specific Study Skill Focus	**Students should:** • Consolidate notes after each lesson and use the bank of resources available on Microsoft Teams to enhance their understanding • Find examples to support the models learned this half term (Greiner's model of growth, Bartlett and Ghoshal's strategies) • Investigate a range of businesses using digital technologies and innovation techniques			
Half Term 4	Managing strategic change	• Managing change • Managing organisational culture • Managing strategic implementation • Problems with strategy and why strategies fail	Identify and explain the causes of and pressure for change (AO1, 2, 3) Explain and evaluate the value of having a flexible organisation (AO3, 4) Identify and explain barriers to change using Kotter and Schlesinger's model (AO2, 3) Explain the importance of, and influences on organisational culture (AO2, 3) Explain how strategies can be implemented effectively (AO2, 3) Explain and evaluate the value of leadership and communication in strategic implementation (AO2, 3, 4) Explain the importance of organisational structure in strategic implementation (AO2, 3)	Multiple choice questions, short answer questions Classwork and homework based on PPQ's with exposure to a range of contexts Quantitative skills practice End of unit assessments for 3.9 and 3.10

	Topic	Key Knowledge *What will students know by the end of this topic?*	Key Skills *What skills will students have developed by the end of this topic?*	Assessment Opportunities *How will student progress be measured?* *What are the key assessment pieces?*
			Calculate and interpret data from network analysis including critical path and total float (AO2, 3) Explain and evaluate the difficulties of strategic decision making and implementing strategy including strategic drift, planned vs emergent strategy (AO3, 4) Assess the value of strategic and contingency planning (AO2, 3, 4)	
Subject Specific Study Skill Focus	**Students should:** • Consolidate notes after each lesson and use the bank of resources available on Microsoft Teams to enhance their understanding • Find examples to support the models/theories learned this half term (Kotter and Schlesinger, Handy's culture model, Hofstede's National cultures model, organisational structures, network analysis) • Draw together synoptic resources and prepare final revision resources for half term 5			
Half Term 5	**PPQ's** **Revision Sessions** **Consolidation to exam series**			
Half Term 6	**Examinations**			