



## Year 12 Business A Level

**The skills in the right column apply to all areas of economics that you will be assessed on. Marks are awarded in your exams for each skill and these will therefore these skills will be used and developed throughout the course and within each section of Business that is covered.**

| Knowledge                                                                                                                                                                                                        | Skills                                                                                                                          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| What is business – where do business come from and the purpose of business                                                                                                                                       | Able to define key business terminology and use these effectively in business discussions                                       |
| Manager, leadership and decision making – how do leaders affect business direction and how do they make decisions and work with employees                                                                        | Able to use business terminology to analyse business events based on a given scenario                                           |
| Decision making to improve marketing performance – what key areas of marketing are important how are they used by business to help make decisions                                                                | Able to form judgement based on a specific business scenario using business theory learnt to support the judgement that is made |
| Decision making to improve operational performance – what affects how business operate and how can these be overcome by the business                                                                             | Able to analyse the impact of one theory on another as well as the overall impact on the business                               |
| Decision making to improve financial performance – understanding key financial indicators, what do these tell us about the business and how the business can use them to overcome the issues within the business | Able to write in a logical manner constructing a clear chain of argument                                                        |
| decision making to improve human resource performance – what are the HR issues that businesses face and how can a business try to over come these                                                                | Able to write under timed conditions to enable students to maximise the marks that the can achieve                              |
|                                                                                                                                                                                                                  | Able to use business examples to support chain of argument and judgements that are made to add depth of understanding.          |