

Business Studies

Course Details

A Level Business Studies will provide candidates with an opportunity to learn how businesses of various sizes operate.

The course will enable candidates to examine real businesses using case studies and a variety of resources including business publications, videos and newspapers.

A Level Business Studies should encourage candidates to:

- Develop a critical understanding of organisations and markets.
- Be aware of business behaviour and the role of stakeholders.
- Develop an understanding of the economic, environmental, ethical, governmental, legal, social and technological issues associated with business activity.
- Acquire a range of skills, including decision making and problem solving as well as interpretation of management information.
- Be aware of the structure of businesses.

Topics for Study

Students will learn about business in a variety of contexts, including large and small UK focused and global and service and manufacturing businesses.

They will consider:

- the importance of the context of business in relation to decision making
- the interrelated nature of business activities and how they affect competitiveness
- the competitive environment and the markets in which businesses operate
- the influences on functional decisions and plans including ethical and environmental issues.

- the factors that might determine whether a decision is successful e.g. the quality of data and the degree of uncertainty
- how technology is changing the way decisions are made and how businesses operate and compete
- the impact on stakeholders of functional decisions and their response to such decisions
- use of non-quantitative and quantitative data in decision making (including the interpretation of index numbers and calculations such as ratios and percentages)

This is explored through the following units:

- What is business?
- Managers, leadership and decision making
- Decision making to improve marketing performance
- Decision making to improve operational performance
- Decision making to improve financial performance
- Decision making to improve human resource performance
- Analysing the strategic position of a business
- Choosing strategic direction
- Strategic methods; how to pursue strategies
- Managing strategic change



Assessment

The A level is assessed over 3 papers:

- ✓ Paper 1 – 2 hour written examination containing 15 multiple choice questions, short answer questions and two essay questions. 100 marks in total.
- ✓ Paper 2 – three data response questions. 100 marks in total.
- ✓ Paper 3 – One case study followed by approximately 6 questions. 100 marks in total.

All papers have equal weighting of 33%.

Background Requirements

The course provides a smooth transition from GCSE Business Studies, but GCSE Business Studies is not a pre-requisite. Students must however demonstrate a strong interest in business studies, current affairs, news and politics.

Students are required to also demonstrate excellent listening skills and to be able to take on board each other's opinions and ideas.

A good standard of arithmetic is also beneficial as the course includes complex calculations with analysis and calculations of ratios, statistics and budgets.

Having the required literacy skills is also an advantage to succeed in the subject. This includes essay skills, writing critically and analytically.

Prospects

An A Level Business Studies can be very beneficial when applying for apprenticeships or jobs following 6th form. It can also lead to a range of opportunities in higher education in courses and potential careers in accounting & finance, sales & marketing, personnel and human resource management, retail management, banking, operational management and logistics and international business.

For More Information

Students interested in following the A level Business Studies course, should contact the Head of Department or subject staff.

Subject Staff

Mrs F Williams

Syllabus

Business Studies

Exam Board

AQA

Website

Further details of this course can be found on the exam board website: www.aqa.org.uk

