

BUSINESS STUDIES

Exam Board: AQA



Aims of the Course

- Develop an enthusiasm for studying business.
- Gain holistic understanding of business in a range of contexts.
- Develop a critical understanding of organisations and their ability to meet society's needs and wants.
- Understand that business behaviour can be studied from a range of perspectives.
- Generate enterprising and creative approaches to business opportunities, problems and issues.
- Be aware of the ethical dilemmas and responsibilities faced by organisations and individuals.
- Acquire a range of relevant business and generic skills, including decision making and problem solving.
- The challenging of assumptions and critical analysis.
- Apply numerical skills in a range of business contexts.

Types of Learning Experience:

Students will study three units to achieve an A level in two years. Facts, figures and research evidence are gained through lectures, seminars, classroom discussion, personal reading books, journals, newspapers, videos and TV documentaries. There is an opportunity to attend national conferences and visits may be organised to local companies.

Link Subjects:

Business Studies successfully combines with any other subject at Advanced level.

Progressing to Higher Education:

With reference to Higher Education, Business Studies combines well with English, Modern Languages, Geography and Mathematics as a basis for entry to a wide variety of business related degrees and qualifications.

Careers:

'A' level Business Studies is undoubtedly an asset whether students decide to seek employment or decide to proceed to higher education. With reference to employment, Business Studies provides valuable background understanding to careers in private or public sector such as finance, banking, local government, travel and charities.

Subject content

1. What is business?
2. Managers, leadership and decision making
3. Decision making to improve marketing performance
4. Decision making to improve operational performance
5. Decision making to improve financial performance
6. Decision making to improve human resource performance
7. Analysing the strategic position of a business
8. Choosing strategic direction
9. Strategic methods: how to pursue strategies

A Level

Papers 1, 2 & 3

What is assessed — see 1-10 above

Assessment

Written examination : 2 hours each
100 marks each
33.3% of A level each

Entry requirements:

A minimum of 5 grades 9-4 at GCSE including English and Maths.

