

# BUSINESS STUDIES A-LEVEL

**EXAM BOARD:** AQA

## **COURSE DESCRIPTION:**

The Business course allows students to develop a critical understanding of business activity in the modern world. The specification focuses on the management and strategic decision making businesses take to survive and grow in a modern day economy. Students will develop an understanding of how theory models inform business decisions, and will analyse whether these decisions taken by businesses were the correct ones, and if not, suggest a different strategic direction. The examination paper uses real life businesses and therefore helps to further immerse students in current affairs and the subject. Not only will this course develop students' academic ability through the use of practical skills such as analysing and evaluating, it will develop students' independence and confidence, through presentations, group work and target setting, which are all valuable assets to have.

## **COURSE CONTENT:**

The course is made up of 10 areas, each building a holistic view of how businesses run in the modern day.

- 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:**

- **Component 1: Business 1 (Written Paper)** - 33.3%: 2 hours / 100 marks / 15 multiple choice (1 mark each) / short answer questions worth 35 marks / 2 extended answer questions (each out of a choice of 2) worth 25 marks each.
- **Component 2: Business 2 (Written Paper)** - 33.3%: 2 hours / 100 marks / 3 data response questions, each worth approx. 33 marks.
- **Component 3: Business 3 (Written Paper)** - 33.3%: 2 hours / 100 marks / one case study consisting of 6 questions.

## **FUTURE OPPORTUNITIES:**

Business is a fantastic subject to study as it allows for a wealth of further opportunities. This course will develop your analytical and evaluative skills which are essential when entering higher education. It will provide a strong basis for progression to further qualifications in Business or related subjects in higher education and will add to an understanding of how businesses run, so that when you enter employment, you will have a good understanding of how businesses make good and bad decisions. Not only will this course be useful to develop your understanding of business, it will help to keep you up to date with current affairs and enlighten your understanding of the world we live in. It is a well-rounded subject, which pushes the academic mind of a student, builds confidence and develops individual character.

## **ENTRY REQUIREMENTS:**

It is not a requirement of the course to have studied Business at GCSE level. It is more important that you have a genuine interest in current affairs and business matters and a high degree of motivation, organisation and an ability to work independently. You should also have at least a level 5 in English and Mathematics GCSE.