

Business Studies

A Level

AQA GCE AS/A2

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You should do this course if.....

You have a genuine interest in business-related issues and hope, one day, to work in business; whether it be someone else's or your own. Maybe you're an avid viewer of programmes such as: 'The Apprentice,' 'Dragon's Den,' or 'The Money Programme.' If so, this could be the course for you.

Business Studies A Level will provide you with a good, foundational understanding of business; covering a wide range of topic areas.

You must be comfortable writing essays and working with figures as these skills are tested in examinations.

Skills you will develop on this course

Developing arguments; research skills: books, newspapers, journals and Internet; clarity of oral and written expression; critical evaluation skills; debating and presentation skills; concise and efficient note-taking styles; application of numerical / theoretical models; I.C.T., team working, improving own learning & performance, and problem solving.

Topics studied

AS UNIT 1: Planning & Financing a Business

This unit introduces students to the core themes of starting a business and financial planning. It looks at identifying a business opportunity and conducting research, drawing a business plan, choosing the right legal structure and location, and sources of finance including break-even and cash-flow forecasts.

AS UNIT 2: Managing a Business

This unit covers the key functional areas of the business – people, operations, marketing and finance. It examines how the management of these functions can assist in improving the effectiveness of the business.

A2 UNIT 3: Strategies for Success

This unit builds on the knowledge from AS and examines the ways in which internal functions of a business contribute to its success and how its performance can be measured. It considers the functional objectives the business set, the possible strategies they use to achieve these and how these might help the business to achieve its overall corporate objectives.

A2 UNIT 4: The Business Environment and Managing Change

This unit draws upon all other units of the specification. It considers the relationship between businesses and external factors as well as a number of themes which are important in the strategic management of businesses including leadership, corporate culture and managing change successfully.

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How will you learn?

Classroom teaching, exercises/activities, discussions, taking notes from presentations, filling in handouts, textbooks, video, group research and presentations; using past A level stimulus-response and essay questions; library and internet research; questions set by your teacher; re-reading notes taken in class; use of interactive e-learning environment.

All students should read a quality newspaper and make good use of the business journals, written specifically for A Level students, available in the LRC.

Where does the course lead?

Many degrees such as Accountancy, Management, Finance, Politics, Geography and Law all contain aspects of Business. Many of our former students have gone on to do degrees in Business, Economics, Engineering, Maths or Physical Sciences, and have found the subject useful to them.

Ultimately, many Business students go on to work for businesses, in a wide variety of industries. Business Studies will also help you to make sense of current affairs and to be more aware of real world economic issues, such as interest rates, unemployment and the business cycle. You will also be developing a range of skills, which will certainly help in your chosen career and make you more attractive to potential employers.

Assessment and Exams

Unit 1 – Planning & Financing a Business

AS Written exam: 1 hour exam featuring a series of multiple choice questions plus one compulsory multi-part data response question on starting a business and/or financial planning (total of 60 marks).

20% of the total A Level marks

Unit 2 – Managing a Business

AS Written exam: 1 hour 30 minutes. 2 compulsory, multi part data response questions on People, Operations Management, Finance and Marketing & Competition (total of 80 marks).

30% of the total A Level marks

Unit 3 – Strategies for Success

A2 Written exam: 1 hour 30 minutes. Five questions based on an unseen case study featuring Financial Strategies and Accounts, Marketing Strategies, Operations Strategies and HR Strategies (total of 80 marks).

25% of the total A Level marks

Unit 4 – The Business Environment and Managing Change

A2 Written exam: 1 hour 30 minutes. Two section exam featuring pre-release research tasks for first section and a choice of essays for the second section based on Missions Aims and Objectives, External Influences, Leadership and Corporate Culture and Managing Change (total of 80 marks).

25% of the total A Level marks

Entry Requirements

5C's at GCSE including English Language and Maths

You must be prepared to learn to write clearly and efficiently, but most importantly you must have a general interest in the current affairs that affect our everyday lives.