

Business Studies

What will I need before taking this course?

A Grade 6 or above in GCSE Mathematics. A Grade 6 in GCSE English Language is desirable, but not compulsory, as this will assist in achieving a high grade. GCSE Business Studies is not a requirement, however, a keen interest in the subject is.

Assessment and Grading

The reading and analytical writing involved requires a high degree of literacy and fluent writing. The mathematical elements and calculations (eg calculating the percentage increase in sales) require solid numeracy skills. There are three exams at A level, all 100 marks and worth 33% each of the overall grade.

Paper 1: Business 1 – 10 multiple choice questions, short/medium answer questions worth 40 marks and 2 essay questions at 25 marks each.

Paper 2: Business 2 – 3 data response questions worth a total of 100 marks.

Paper 3: Business 3 – 1 compulsory case study followed by 6 questions, worth a total of 100 marks.

How will I learn?

Business Studies will enable candidates to focus on the dynamic nature of the contemporary business world. The course will provide opportunities for research into topical business issues and offer students the opportunities for the development and application of a full range of academic skills.

What can I do at the end of the course?

A level Business can lead to a variety of opportunities. There is a wide choice of Business degrees available at most universities with topics ranging from general Business Studies to specific business areas such as Accountancy, Marketing, Purchasing and Business Administration. Some students can focus on Business with a Joint Honours, for example Business and Law.

What will I learn?

Year 1

Types of businesses, what businesses do, what businesses need to operate, why they operate and how they make a profit.

Students study in detail the four functional areas:

- Marketing - the marketing mix including the 4 P's – price, place, promotion and product. Market research, understanding markets and competitive markets.
- Accounting & Finance - calculating costs, revenues and profit, cash-flow forecasts, profit and loss statements, budgets and break-even.
- Human Resources - staff, motivation, leadership styles and methods of dealing with disputes.
- Operations - capacity maximisation, capacity utilisation, quality focus and improving efficiency.

Students will learn in detail how businesses make decisions and the external factors that influence these at the functional level.

Year 2

The study of strategic decision making builds on decision making in the functional areas.

Content will include:

- The impact of technology on strategic decision making.
- The influences of Corporate Social Responsibility, ethical and environmental issues on strategic decisions.
- The difficulties in forecasting future trends.
- The importance of assessing feasibility and risk when making strategic decisions.

AWARDING BODY	AQA
CONTACT FOR FURTHER DETAILS	Mrs Warrington—Teacher in charge of Business Studies