

Business Studies

Overview

Business Studies is one of the most widely studied subjects in the world. As a broad subject, it focuses on Management, Accountancy, Finance, Operation and logistics, Human Resources and Marketing.

A Level Business Studies asks students to consider the context of business from the perspective of local, national and global markets. You will also learn the concept of the interrelated nature of the business which will help you to understand how markets function.

You will be challenged to consider the importance of context to decision-making concerning the competitive market. You will also get to grips with the factors that determine the success of that decision and how to analyse performance.

The A Level Business Studies course encourages pupils 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



Subject Content

Students of this course will study business in a variety of contexts (large/small, UK-focused/global, service/manufacturing) and will consider:

- the importance of the context of business in relation to decision making
- 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 (quality of data and degree of uncertainty)
- how technology is changing the way decisions are made and how businesses operate and compete
- use of non-quantitative and quantitative data in decision-making (including the interpretation of index numbers and calculations such as ratios and percentages).

The AQA A level course has 10 units:

1. What is business?
2. Managers, leadership and decision making
3. Marketing Management
4. Operational Management
5. Financial Management
6. Human Resource Management
7. Analysing the strategic position of a business
8. Choosing strategic direction
9. Strategic methods; how to pursue strategies
10. Managing strategic change

Written Examinations

The A level is assessed over 3 written examinations:

Paper 1

- 2 hours
- 100 marks in total
- 15 multiple choice questions, short answer questions and two 25-mark essay questions

Paper 2

- 2 hours
- 100 marks in total
- Three data response compulsory questions worth approximately 33 marks each and made up of three or four part questions

Paper 3

- 2 hours
- 100 marks in total
- One compulsory case study followed by approximately six questions

All papers have an equal weighting of 33%

Background Requirements

The course provides a smooth transition from GCSE Business Studies, but GCSE Business Studies is not a prerequisite. **Pupils with a genuine interest in business are also encouraged to study the course.**

A good level of numeracy is required in order to make the financial and numerical elements more accessible, you must also be prepared to manipulate data to tackle calculations. To excel in Business A level, good literacy skills are also essential, especially as you will need to write detailed 25-mark essays. This involves effectively organising your thoughts, presenting arguments clearly, and analysing complex topics. If you are looking to strengthen your writing skills, your teacher will be able to offer support to help you succeed.

Career opportunities

- A Level Business Studies will allow you to continue your studies further in either Business, Economics, Finance or a Business-related Degree at university
- You will develop the knowledge and skills needed to analyse data, think critically about issues and make informed decisions – all skills that are needed for further study and employment.

For More Information

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

Head of Department

Mrs F Williams

Syllabus

Business Studies

Exam Board

AQA

