

Business Studies A Level



Features of the Course:

There is a particular focus on discussion and debate, and you will be encouraged to voice and justify your opinions based on the research you have carried out. Good literacy skills are expected as you will be reading case studies, writing reports, building arguments, and developing a strong understanding through analysis and evaluation.

Both the AS and A Level assess quantitative skills, making up a minimum of 10% of the overall marks. The skills tested include ratios, averages, fractions, percentages and calculation of profit and loss.

Units

- 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

Methods of Assessment:

The A Level is assessed by three two hour written exams at the end of the course.

Paper 1: Two sections with a selection of short and long essay questions.

Paper 2: Two sections with a selection of short and long essay questions.

Paper 3: One pre-seen case study on a chosen industry consisting of two sections, worth 100 marks.