Business Studies A Level

Course Description:

The Business Studies course enables learners to understand and appreciate the nature and scope of business, and the role it plays in society. The syllabus covers economic, environmental, ethical, governmental, legal, social and technological issues, and encourages a critical understanding of organisations, the markets they serve and the process of adding value. Learners examine the management of organisations and, in particular, the process of decision-making in a dynamic external environment.

Qualifications Required:

Minimum entry requirements apply. Standard entry criteria.

Aims of the Course:

This course will develop your skills in decision making and problem solving in a business context. It will help you to analyse and evaluate the best course of action for a business, based on research and evidence from case studies and live business situations.

You will be able to demonstrate concepts, theories, methods and models to show an understanding of how individuals and organisations are affected by and respond to business issues; apply knowledge and understanding to various business contexts to show how individuals and organisations are affected by and respond to issues; analyse issues within business, showing an understanding of the impact on individuals and organisations of external and internal influences; evaluate quantitative and qualitative information to make informed judgements and propose evidence- based solutions to business issues.

Future Prospects:

With an A level in this subject you can progress on to further business management courses at college and university and you can apply for apprenticeships in a range of professions. You will also have a good foundation of knowledge for moving straight into employment.

Student Feedback:

‘Even though Business Studies has been hard, it has inspired me to look into having my own business in the future.’
‘My skills have changed a lot and the subject has helped me to gain an idea of the outside world. I now naturally relate everything back to business.’
‘You will find it extremely useful whatever you plan to do, and what you learn in the subject can be applied later on in life.’
‘The business teachers are interesting, helpful and humorous!’

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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.