

# Business

A - Level AQA

## General Course Information

The aim of the course is to enable students to develop an interest in and enthusiasm for Business. It will engage student and help them understand and appreciate the world of business.

Where ever students go they will be stepping into a business, whether this is coming to school, going shopping or visiting the cinema with their friends. Businesses are everywhere. Therefore this course will help students appreciate how a business works and all the elements that come together to make a business successful. A-Level Business will help students in the future as they are likely to work in one or even be in charge of their own business one day.

Students will build up their core knowledge of business concepts and apply them to business contexts and real businesses. They will then consider more complex business issues and take a strategic view of business opportunities and issues.

## A-level content

1. What is business?
2. Managers, leadership and decision making
3. Decision making to improve marketing performance
4. Decision making to improve operational performance
5. Decision making to improve financial performance
6. Decision making to improve human resource performance
7. Analysing the strategic position of a business
8. Choosing strategic direction
9. Strategic methods how to pursue strategies
10. Managing strategic change

## Assessment

Three 120 minute exam papers

**Paper one – Multiple choice questions, short answer and two essays**

**Paper two – Three compulsory data response questions**

**Paper three – One compulsory case study consisting of six questions.**

## Who's it for?

Everyone will one day run or work in a business of some kind, so Business will always have some relevance to your future. You should, however, also have some genuine interest in the subject and a commitment to hard work. There is a large amount of factual knowledge that you will have to learn but you will also need to be able to apply ideas to the real world and to case studies, be prepared to use the media, and realise that there is often more than one approach to a problem, as well as many possible solutions.

**Previous knowledge of the subject is not essential.**

## Progression

The eclectic nature of A-Level Business gives students an excellent grounding for University and those seeking internships or employment. Business Studies and related degree courses continue to be the biggest single subject area within Higher Education.

A-Level Business is a good basis for progression to degrees in Business Administration, Marketing, Human Resources, Accountancy, Stock broking, Finance and Banking. There are numerous Business degrees and most universities provide business courses. Many courses are connected with a particular area of business such as: Business with Computing, Business & Management, International Business, Business with a Language, or Business and Finance.

