

# BUSINESS STUDIES

# A LEVEL

AQA

Entry Requirements	Grade 5 in Maths and English desirable
Head of Department or Course Contact	Mrs B Tye
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## **Brief introduction to subject:**

In the first year, this course focuses initially on the traits, characteristics and motivations of a successful entrepreneur. Learners will develop their understanding of the issues involved in starting a firm before exploring the management of a small business. The second year expands upon this to consider the strategic management of large businesses, a variety of decision making tools and different approaches to the management of change.

## **Progression to Career/ University Courses:**

Most Business students continue on to further study in a related discipline. Most previous A Level Business students have gone on to read Business and/or finance at university. Some students use this qualification to progress on to a law degree.

Alternatively, it is possible to progress directly from a level three Business qualification directly onto a higher apprenticeship in a range of areas such as Accountancy, Customer Service, Management and Marketing.

## **Key Points:**

### **AS Business Focuses on the management of the functional areas of a business.**

Students will examine the specific activities of the different functional areas of a business, including the management of finances, Marketing, Human Resources and Operations. Learners will explore the concepts of management and entrepreneurialism and consider how they can be applied to a range of small to medium size enterprises.

### **A Level Business includes the content of AS Business, but builds on this to explore the role of strategic leadership and decision making within firms, examining how this impact on the day to day management of organisations. The second year of the course focuses on:**

The analytical techniques that can be used to make strategic decisions and different methods of managing change. Learners will consider how the role of a leader differs from that of a manager and how leaders can impact on the effectiveness of an organisation.

At both AS and A Level, learners will be expected to demonstrate their quantitative and qualitative analysis skills. Learners should be comfortable with exploring statistical data and working with tasks that require extended reading and writing.

## Year 12

The AS Level course covers the following topics:

- What is a Business
- Managers and Decision making
- Marketing
- Operational Performance
- Financial Performance
- Human Resource Performance

These topics are covered in both examinations.

<b><u>Exam 1</u></b>	<b><u>Exam 2</u></b>
<p><b><u>Assessment:</u></b>                      1 hour 30 minute examination                      Section A – 10 multiple choice questions                      Section B – Short answer questions worth around 20 marks                      Section C – Two data response questions worth 25 marks each</p> <p><b><u>Maximum Marks available:</u></b>                      80</p> <p><b><u>Weighting:</u></b>                      50% of AS Level</p>	<p><b><u>Assessment:</u></b>                      1 hour 30 minutes examination                      Seven questions based on an unseen case study.</p> <p><b><u>Maximum Marks available:</u></b>                      80</p> <p><b><u>Information regarding Assessment:</u></b>                      50% of AS, 20% of A Level</p>

## Year 13

The A Level course covers the six topics listed above and also includes the following additional subjects:

- Analysing the strategic position of a business
- Choosing a strategic direction
- Strategic methods
- Strategic change

All ten topics are covered in all three of the exams for this course.

<b><u>Exam 1</u></b>	<b><u>Exam 2</u></b>	<b><u>Exam 3</u></b>
<p><b><u>Assessment:</u></b>                      2 hour written examination                      Section A: 15 Multiple Choice questions                      Section B: Short answer questions worth up to 35 marks                      Section C and D: Each section offers learners a choice of one essay question from a selection of two.</p> <p><b><u>Maximum Marks available:</u></b>                      100</p> <p><b><u>Weighting:</u></b> 1/3 of A Level</p>	<p><b><u>Assessment:</u></b>                      2 hour written examination</p> <p>Three sections, each of which is based on a different case study and contains up to four data response questions.</p> <p><b><u>Maximum Marks available:</u></b>                      100</p> <p><b><u>Weighting:</u></b> 1/3 of A Level</p>	<p><b><u>Assessment:</u></b>                      2 hour written examination                      Up to six questions based on one case study.</p> <p><b><u>Maximum Marks available:</u></b>                      100</p> <p><b><u>Weighting:</u></b> 1/3 of A Level</p>