

A Level Business Studies

What the course covers

This course begins with a general introduction to Business. You will study the nature and purpose of businesses and the different business forms, including the varying types of leadership and management styles. In general terms, year one focuses on functional areas of businesses: marketing, finance, operations and human resources. For each functional area you will study its' responsibilities and how it can help to improve the competitiveness of the business. In the second year of the course, businesses are examined from a strategic, rather than functional, viewpoint. You will study the different strategic directions businesses will take and how they will then go about pursuing these strategies.

The content you will study is divided into ten sections:

- 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

The complete specification can be viewed on the AQA website. www.aqa.org.uk

What students can do with this course

Business has equal status with other A Levels as an entrance qualification to higher education and is highly desirable for business/management degree courses. There is an enormous variety of courses with business or management content ranging from Spanish to sport, manufacturing to marketing and computing to communication studies. It also provides practical skills and knowledge of value to most employment opportunities.

How this course is assessed

The A Level is assessed by 3 written examination papers:

Paper one:

2 hours, 33.3% of A Level weighting with three compulsory sections: Section A has 15 multiple choice questions worth 15 marks. Section B has short answer questions worth 35 marks. Section C has two essay questions (choice of one from two and one from two) each worth 25 marks.

Paper two:

2 hours, 33.3% of A Level weighting with three data response compulsory questions worth approximately 33 marks each and made up of three or four parts.

Paper three:

2 hours, 33.3% of A Level weighting with one compulsory case study followed by approximately six questions.

Entry requirements

All our course entry requirements are detailed in the Entry Requirements document located in the admissions section of our website.