Integrity
Curiosity
Respect



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A LEVEL

# Business

## WHAT IS BUSINESS?

Studying Business, you will learn how businesses are organised to achieve their desired objectives. From small start-up firms to Multi-National Organisations, and from charities to government owned businesses. You will study examples of business failure such as Thomas Cook and learn theories which can help to maximise the chance of business success.

## WHY STUDENTS CHOOSE THIS COURSE

Business is multi-disciplinary, for example students will examine how Economic and Political changes, such as Brexit, provide both a challenge and an opportunity for businesses. Relevant concepts are explored, but the course is essentially pragmatic, and each business will have a different strategy according to their unique circumstances. This encapsulates the challenge and delight of Business, where there is no single correct answer, but students must apply relevant theories to a given context and make a well justified judgement.

## 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 for employment and apprenticeship opportunities.

## HOW THIS COURSE IS ASSESSED

The A Level is assessed by 3 written examination papers (each 2 hours and 33.3% weighting of the A level):

**Paper one:**
Section A has 15 multiple choice questions.
Section B has short answer questions.
Section C has two essay questions (both a choice of one from two).

**Paper two:**
Three data response compulsory questions made up of three or four parts.

**Paper three:**
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.

## FURTHER READING

The Virgin Way, Richard Branson
https://www.bbc.co.uk/news/business
for latest news on UK businesses.

# What the course covers

The 2-year course is divided into 10 sections:

YR1

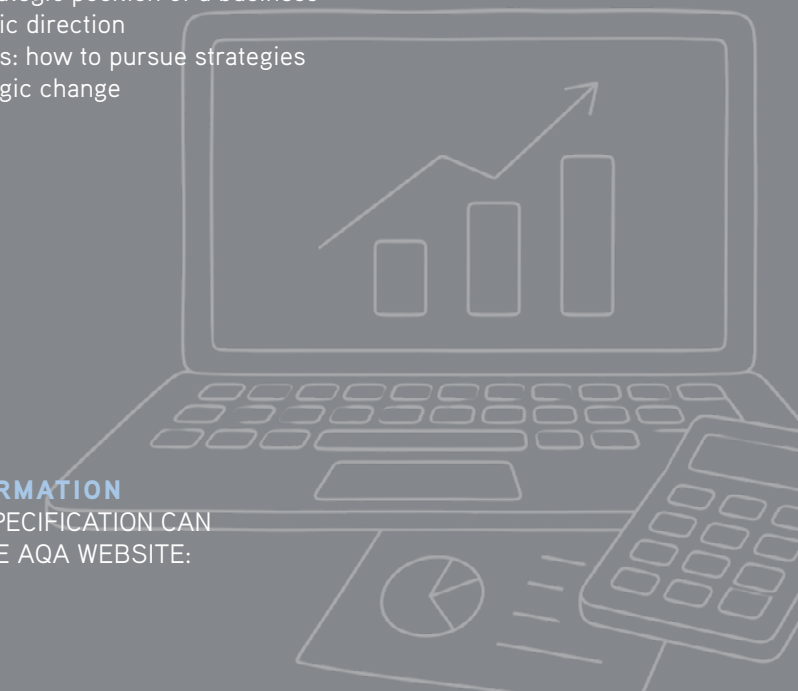
YR1 focuses on functional areas of businesses: marketing, finance, operations and human resources. For each functional area you will study its responsibilities and how it can help to improve the competitiveness of the business.

**The specific sections are:**
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

YR2

In YR2 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 specific sections are:**
7. Analysing the strategic position of a business
8. Choosing strategic direction
9. Strategic methods: how to pursue strategies
10. Managing strategic change



## FURTHER INFORMATION

THE COMPLETE SPECIFICATION CAN BE VIEWED ON THE AQA WEBSITE:
WWW.AQA.ORG.UK