



Business Studies



Course Information

Business aims to provide a sound understanding of business concepts as a basis for future study and employment.

This specification will provide a broad introduction to business and should encourage students to develop skills, knowledge and understanding in realistic business contexts, such as discovering the problems and opportunities faced by local businesses and/or organising an enterprise activity.

Course Content

The specification encourages students to develop knowledge and understanding of:

- the practices and techniques used within marketing, finance, operations management, human resource management and the links between them;
- the processes, attractions and risks of setting up an enterprise;
- the relationship between the business and the changing external environment;
- social and ethical issues in business.

The specification also encourages students to:

- contribute to the development of the skills required for success as an entrepreneur, manager or employee;
- apply numerical and written business techniques to a variety of business contexts;
- explore business problems and learn to identify possible solutions.

The A level Business is 100% examination involving three papers, which covers all of these topic areas:

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| • What is business | • Managers, leadership and decision making | • 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 the strategic position of a business | • Strategic methods: how to pursue strategies | • Managing strategic change |

Entry Requirements

Grade 5 at GCSE English and Maths is desirable.

Students do not need to have followed a business course previously, as no prior subject knowledge is assumed when the course commences. However, an interest in current affairs and business is an important element of the programme of study. Business is a subject which is equally suitable to the Art or Science combinations.



Future Opportunities

Why study business?

- A higher graduate employment rate than all other subject disciplines (www.gradfutures.com)
- Can be applied to most other subject areas and interests
- Variety - develop a range of transferable skills
- Financial awareness
- A real world subject



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