



The Cardinal Wiseman Sixth Form
A Level course 2017-19

A Level Business

Entry Requirements:

4 or 5 A* - C passes including a grade 4 in English Language and a 5 in Maths. If students completed a BTEC or GCSE in Business, it is preferable if they have achieved an overall pass.

What will I study?

The A Level course will bring the subject up-to-date. This will enable students to engage with, explore and understand business behaviour and develop a critical understanding of what business is and does. Students on this course will study business in a variety of contexts (e.g. large/small, UK focused/global, service/manufacturing). The study of strategic decision making will also build on the study of decision making in the functional areas. The A Level incorporates the following topics:

- What is business?
- Managers, leadership and decision making
- Decision making to improve marketing performance
- 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 strategic direction
- Strategic methods: how to pursue strategies
- Managing strategic change

The topics lend themselves to studying and engaging with the business world. The specification and assessment should encourage students to follow business developments and think critically about contemporary business issues. Most of the assessment material is based on real business situations. By examining and thinking critically about real business situations as they study the subject, students will gain an insight into different contexts which will help them to understand the key issues in any situation and compare and contrast this with other situations and apply their understanding.

Assessment

	Paper 1	Paper 2	Paper 3
A Level	All content 100 marks 33.3%	All content 100 marks 33.3%	All content 100 marks 33.3%
3 papers Each 2 hours	Section A 15 MC (15 marks) Section B short answers (35 marks) Section C 2 essays - 1 from 2 x 2 (20 marks x 2)	3 data response each 3 or 4 questions	1 case study (insert) approx. 6 question All analyse or evaluate up to 24/25 marks

Why Study Business?

Business is front-page news. The way companies operate is under greater scrutiny than ever before, while TV programmes like *The Apprentice* and *Dragon's Den* have raised the profile of Business to a new generation.

What skills will I develop?

- Numerical skills – studying Business requires calculations and analysis of data.
- The ability to relate business theory to actual businesses.
- Analytical skills – you will learn how to interpret case study information to aid decision-making.
- Problem-solving skills – you will use theory and analytical tools to make suggestions on how businesses can improve their performance.
- A better understanding of the world around us, for example, how the economy affects businesses.

How will this subject help me with my future career?

The subject relates to the **real** world of business and provides students with knowledge of business activity in the UK and abroad. The behaviour of businesses will be studied with regard to risk-taking, profits, production, marketing, human resources, planning and control of business activity. Business is a challenging subject that requires imagination together with a creative and questioning mind.

Studying Business can lead to further study at degree level in a variety of fields e.g. Accounting and Finance, Marketing, Retail Management, Human Resource Management, Media linked with Business etc. It is also a valuable subject if you are intending to enter full-time employment as it enhances a wide range of transferable skills and gives you an insight into the way businesses operate.