

A LEVEL

[illegible]

BUSINESS STUDIES.....

**dont complain
saying its
hard. No one
said it was
gonna be
easy.**

- ☐ Is not an “easy subject”
- ☐ Requires students to put in a minimum of 4 hours per week studying the subject at home
- ☐ Allows you to relate theory to real-life businesses- very applicable to the economy
- ☐ Will open up a lot of routes if you do well in the subject



WHAT IS BUSINESS ABOUT?

- This A-level Business course introduces you to all you need to know about working in business.
- There is a clear pathway starting with decision making, then looking at functional areas and then onto strategy.
- The functional areas include- Finance (Money), Marketing (Advertising), Operations (stock) and Human resources (People)
- In Year 1 decision making runs through each of the functional areas. Each section essentially has “ OBJECTIVES, DATA REQUIRED and then ACTIONS THAT CAN BE TAKEN
- In Year 2 you will be looking at the more complex strategic issues and considering the functional issues.



BUSINESS STUDIES INVOLVES.....

- ❑ Students of this course will study business in a variety of contexts (eg large/small, UK focused/ global, service/manufacturing) and consider:
- ❑ the importance of the context of business in relation to decision making
- ❑ the interrelated nature of business activities and how they affect competitiveness
- ❑ the competitive environment and the markets in which businesses operate
- ❑ the influences on functional decisions and plans including ethical and environmental issues
- ❑ the factors that might determine whether a decision is successful eg the quality of data and the degree of uncertainty
- ❑ how technology is changing the way decisions are made and how businesses operate and compete
- ❑ the impact on stakeholders of functional decisions and their response to such decisions
- ❑ use of non-quantitative and quantitative data in decision making (including the interpretation of index numbers and calculations such as ratios and percentages).



BUSINESS STUDIES INVOLVES CONT.....

- You will learn about how businesses operate on a small scale to a larger scale.
- What makes a successful business
- Business behaviour
- Business decisions- how to make the “right” decision in different business scenarios
- How businesses operate with an ever changing economy



Functional



CONTENT

Strategic



Year 1 content

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

To be studied in Year 12

Year 2 content

7. Analysing the strategic position of a business
8. Choosing the strategic direction
9. Strategic methods: how to pursue strategies
10. Managing strategic change

To be studied in Year 13



TWO YEAR A LEVEL

HOW I WILL BE ASSESSED?

Assessments

Paper 1: Business 1	+	Paper 2: Business 2	+	Paper 3: Business 3
What's assessed All content above		What's assessed All content above		What's assessed All content above
Assessed <ul style="list-style-type: none"> written exam: 2 hours 100 marks in total 33.3% of A-level 		Assessed <ul style="list-style-type: none"> written exam: 2 hours 100 marks in total 33.3% of A-level 		Assessed <ul style="list-style-type: none"> written exam: 2 hours 100 marks in total 33.3% of A-level
Questions Three compulsory sections: <ul style="list-style-type: none"> Section A has 15 multiple choice questions (MCQs) worth 15 marks. Section B has short answer questions worth 35 marks. Sections C and D have two essay questions (choice of one from two and one from two) worth 25 marks each. 		Questions Three data response compulsory questions worth approximately 33 marks each and made up of three or four part questions.		Questions One compulsory case study followed by approximately six questions.

Before the qualification can be awarded, students must undertake all the assessments.



ASSESSMENT OBJECTIVES

4 ASSESSMENT OBJECTIVES IN BUSINESS STUDIES....

- The exams will measure how well students have achieved the following assessment objectives.
- ❑ AO1: Demonstrate knowledge of terms, concepts, theories, methods and models to show an understanding of how individuals and organisations are affected by and respond to business issues.
- ❑ AO2: Apply knowledge and understanding to various business contexts to show how individuals and organisations are affected by and respond to issues.
- ❑ AO3: Analyse issues within business, showing an understanding of the impact on individuals and organisations of external and internal influences.
- ❑ AO4: Evaluate quantitative and qualitative information to make informed judgements and propose evidence-based solutions to business issues.

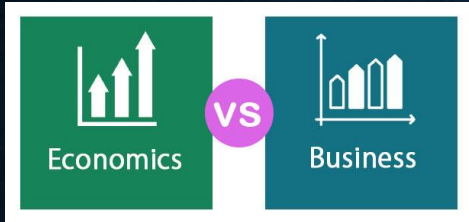


WHAT SKILLS AND INTERESTS ARE NEEDED TO BE SUCCESSFUL IN A LEVEL BUSINESS?

- A interest in current affairs- this means that you need to ensure you are watching the news on a regular basis
- Numerical and essay writing skills- calculations to aid analysis and evaluative answers for longer questions
- Essay writing is key- the higher mark questions can range from 20-24 marks in Business Studies
- Having an interest with what is going on with different businesses in the economy- keeping up with business news on a regular basis.
- There are several models, theories and frameworks that are taught throughout the course and it is important that you understand how to apply and assess their validity in a variety of contexts.



WHAT IS THE DIFFERENCE BETWEEN ECONOMICS AND BUSINESS STUDIES?



A LEVEL BUSINESS STUDIES	A LEVEL ECONOMICS
<p>Topics include:</p> <ul style="list-style-type: none">• Business objectives and types of ownership• Marketing• Finance• Human resources• Operations• External influences e.g. the economy, environment, ethical issues and competition.• Strategic decision making	<p><u>Microeconomics – topics include:</u></p> <ul style="list-style-type: none">• Demand and supply• Merit goods e.g. education and demerit goods e.g. cigarettes• Market failure e.g. ‘the Credit Crunch’• Government failure• Impact on the environment – who pays for pollution? <p><u>Macroeconomics – topics include:</u></p> <ul style="list-style-type: none">• Economic growth and recessions• Unemployment• Inflation and the interest rate• Exchange rates• Government policies and their impact.• The financial market and banking industry



WHAT DO A LEVEL BUSINESS STUDENTS GO ONTO STUDY?

- University degrees- can range from accounting and finance/ business management/ business marketing/ Human resources.
- Careers can include- Accountant, marketing, Business managers & Entrepreneurs (Owning your own business)
- With a focus on helping you to become a good decision maker, you'll learn essential managerial skills, alongside techniques to help you become an analytical problem solver. These skills are all highly sought after and valued in a wide range of careers.
- If you would like to study business, finance or management at university, A-level Business provides an excellent foundation. The skills you learn are transferable across a broad range of subjects and careers.
- Whatever you choose to do in the future, you'll find that the things you learn in this course will help. For example, you'll probably work with lots of different people, so knowledge of motivational theory will help you to work well with others and help them achieve their potential.

