The Cardinal Wiseman School
A Level courses

BUSINESS STUDIES

Entry Requirements:

5 x Level 9 to 4 passes including 5 in Maths and preferably 5 in English Language. 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. The A Level Business content is designed to engage learners through topics and issues that are relevant to today's society. Learners will study key contemporary developments such as digital technology, impact of business on the environment, business ethics, modern workplace practices and global strategy. Learners will develop real-world knowledge and practical skills to analyse data, think critically about issues and make informed decisions – all of which are essential for further study and employment.

The A Level incorporates the following units:

Unit 3.1: What is business? Managing marketing and finance
- 3.1.1 Business and objectives
- 3.1.2 Forms of business and stakeholders
- 3.1.3 Marketing management
- 3.1.4 Financial management

Unit 3.2: Managing people and operations
- 3.2.1 People management
- 3.2.2 Operations management
- 3.2.3 Managing business culture (A-level)

Unit 3.3: Business and society, business and the external environment, and business strategy (Yr13)
- 3.3.1 Business and society
- 3.3.2 Business and the external environment
- 3.3.3 Strategy
- 3.3.4 Change

Assessment

	Paper 1- Unit 3.1	Paper 2- Unit 3.2	Paper 3- Unit 3.3

A Level 3 papers Each 2 hours	Unit 3.1- What is a Business? Managing marketing & Finance 90 marks 33.3%	Unit 3.2- Managing people and operations 90 marks 33.3%	Unit 3.3 – Business and society, business and the external environment, and business strategy 90 marks 33.3%
	Two case studies – each case study will be followed by 5 compulsory questions worth 45 marks. 2 x 6 mark 'analyse' questions 2 x 9 mark 'assess' questions 1 x 15 mark 'evaluate' questions	Two case studies – each case study will be followed by 5 compulsory questions worth 45 marks. 2 x 6 mark 'analyse' questions 2 x 9 mark 'assess' questions 1 x 15 mark 'evaluate' questions	Two case studies – each case study will be followed by 5 compulsory questions worth 45 marks. 2 x 6 mark 'analyse' questions 2 x 9 mark 'assess' questions 1 x 15 mark 'evaluate' questions

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, Dragon's Den and Business related podcasts e.g Steven Bartlett (Diary of a CEO)* 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.