

BUSINESS STUDIES

AT ADVANCED LEVEL (A/S AND A2)

Our Course: **AQA,**

Summary of Subject Content

The course covers the full range of business activities as well as a background knowledge of the economy in which business enterprise operates. It involves the study of much original material relating to enterprises in the real world, and is supplemented with visits from outside speakers from the world of business and trips to see enterprises operating at first hand.

First Year

At AS Level, this course introduces students to the challenges and issues of starting a business, including financial planning. It then explores the key internal functions of business and how the management of these functions can assist in improving the effectiveness and performance of a business.

AS: Unit 1: Planning and Financing a Business

Assessment: 20% 1 hour 25 minutes examination 60 marks

Short answer questions and extended responses based on a mini case study.

Content:

Starting a Business - introduction to Business Studies, overview of activities involved in setting up a small business

Financial Planning - essential financial concepts, basic relationships between finance and other organizational functions.

Unit 2: Managing a Business

Assessment: 30% 1 hour 30 minutes examination 80 marks

Compulsory, multi-part data response questions.

Content:

Finance - using budgets, improving cash flow and profits

People - organizational design, recruitment, selection, training, motivation

Operations Management - operational decisions, quality, customer service, suppliers, technology

Marketing and Competition - designing and using an effective marketing mix, market conditions and competitiveness.

Second Year

At A2, this course considers strategies for larger businesses and how these strategies may change according to circumstances. Finally, it considers the effects that external factors can have on businesses and how a business can plan for and manage change, including leadership style and change in business culture.

A2: Unit 3: Strategies for Success

Assessment: 25% 1 hour 45 minutes examination 80 marks
Questions requiring extended answers based on an unseen case study drawing upon knowledge from AS units.

Content:

Financial strategies and accounts - financial information, measuring performance, making investment decisions.

Marketing strategies - analysing markets and selecting successful marketing strategies, developing marketing plans

Operations strategies - operational issues, innovation, location, improving operational efficiency.

HR strategies - workforce planning, adapting organisational structures, successful employee relations.

Unit 4: The Business Environment and Managing Change

Assessment: 25% 1 hour 45 minutes examination 80 marks
Pre-release research tasks leading to the first section of a two section examination. Second section will consist of choice of essays. All questions will be essay style and synoptic therefore drawing upon knowledge from all four units.

Content:

Mission, aims and objectives - purpose and nature of corporate strategies, stakeholder perspectives.

External influences - the effects of changes in the economic, political, social, ethical and technological environment and responses of business.

Managing change - planning for change, leadership and corporate culture, making strategic decisions, managing change, decision making.

Written Paper: 1 hour 30 minutes 80 marks

Weighting: 60% of total AS/30 % of total A Level marks

Two compulsory, multi-part data response questions.

Aptitudes, skills or qualities you will need:-

It is not necessary to have done GCSE Business Studies, but students should have at least Grade C in Mathematics and English. They should be interested in the world of business.

Value of the subject for higher education and future careers:-

There are many degree courses which combine Business Studies or Management Studies with Languages, Law, Information Technology, Mathematics, Media Studies or Psychology. There are also numerous degree courses which offer practical experience working for major companies as part of the programme of study.