

Business



Examination Board: AQA



■ What is the course about?

A Level business looks at all aspects of the business world, from starting your own enterprise to being part of a larger corporation.

■ In Year 12 you will study:

Theme 1: Marketing and People

Meeting customers' needs, and understanding what is a market? Enterprise and leaders, marketing mix and strategy.

Theme 2: Managing Business Activities

Raising finance, financial planning, managing finance, resource management and external influences.

■ In Year 13 you will study:

Theme 3: Global Business

Implications of globalisation, global markets and business expansion, global marketing, global companies – are they good or evil?

Theme 4: Business Decisions and Strategy

Business objectives and strategies, business growth and its implications, decision-making techniques, assessing competitiveness and managing change.

■ How is the course assessed?

This course is assessed by examination only. There are three examinations covering all four themes.

■ What skills will I need and develop in this course?

This course will help you develop a number of skills:

- How to view the world around you from different perspectives.
- How to plan and conduct business operations and activities.
- How to analyse and interpret data.
- Critical reasoning skills – evaluate, justify, discuss.
- How to communicate your point of view fluently.

■ Subject combination advice:

You cannot study both business and economics. Otherwise all combinations work well.

■ What can the course lead to in terms of higher education and future careers?

A Level business is an academic qualification. Therefore its greatest use is as a stepping stone to further and higher-level study.

■ What are the formal entry requirements?

GCSEs in English and mathematics at Grade 5 or above.

■ What activities enrich this subject?

Students have the opportunity to attend subject-related lectures to reinforce their understanding of the topics covered, and Young Enterprise is also very worthwhile to support business understanding.