

# Business Studies A Level

## Course Overview:

You will study:

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

## Assessment:

There are three written examinations at the end of the course.

## Why would this course suit me?

This course is ideal if you want to understand what it is like to run a business and how you can equip yourself with the tools you need to ensure a business succeeds. It is purely assessed by examination. You will learn how businesses work on an operational and strategic level. You will explore the four key functional areas.

In marketing, you will examine how a product is taken from concept to marketplace using marketing research and marketing techniques. In finance, you will learn to use an income statement, balance sheet and ratios to support decision-making. You will study business operations and how human resources must be carefully managed. You will consider running a business in domestic, international and global markets.

## How does this course link to other subjects?

This course fits well with a number of other subjects. It is often studied with courses such as Economics, Geography, English Language, Sport, Drama and Mathematics.

## Examination Board:

AQA

## Entry Requirements:

5 GCSEs (Grades 9-4 including Grade 5 in English Language and Mathematics)

## Potential Career Opportunities:

This course is ideal if you wish to study Business, Marketing or Finance at University or if you wish to work after Sixth Form.

Furthermore, it will support your understanding of business whichever field of employment you enter and therefore it can be a good additional subject choice to support other subject specialisms.

