



Business Studies A Level

Room: LRC

What Is This Course About?

In Business Studies you will learn how businesses operate, how they grow, why some succeed and why others fail. You will examine the various functions including how businesses promote their products, raise and manage finance, and organise production and their personnel. You will learn why some people are better managers than others, and why some have the qualities needed to become multi-millionaire entrepreneurs. Theory is linked to the real world so that you can appreciate how business works in practice. You will also look at how external influences affect business, and how businesses react. For example, you find out how businesses compete with rivals and what steps they might take in order to survive an economic recession. Business Studies can be combined with a wide range of subjects at degree level and provides a sound basis for many lucrative careers.

What Will I Learn?

The course is divided into 4 themes:

- Theme 1: Marketing & People
- Theme 2: Managing business activities
- Theme 3: Business decisions & strategies
- Theme 4: Global business

During Year 12 we deliver Theme 1 and Theme 2. The course takes students over the main business concepts and requires them to develop the skills of application and evaluation – relating concepts to our ever-changing business world. We use local and national case study material and interact with a range of local businesses in our area. These units will help students: analyse different marketing strategies; understand approaches to managing and motivating employees; develop an understanding of the importance of business finance as well as managing production in a dynamic economy. The work covered in Year 13 allows students to build on the foundations developed in Year 12. During Year 13 we deliver Themes 3 and Theme 4. The units focus on larger businesses and the issues that influence decision-making in a global economy. The students develop their ability to critically analyse and evaluate business strategies and offer reasoned and informed judgements. The students will also be involved in an in-depth investigation of a research topic – the research topic is the pre-release case study for the final business exam. For example, in the past, the Paper 3 exam has been based on industries including the health & fitness industry, entertainment as well as the sports industry.



How and When Will I be Assessed?

Business Studies is a linear course which means that all formal exams take place at the end of Year 13.

Paper Assessed	% of overall qualification	Assessment	Themes
Paper 1	35%	Combination of short answers & data response questions	Theme 1 & Theme 4
Paper 2	35%	Combination of short answers	Theme 2 & Theme 3
Paper 3	30%	Questions based on a pre-release case study	Themes 1,2,3 & 4

Where Will It Take Me?

Students may choose to follow the subject at a higher level and specialise in specific fields such as Marketing, Human Resources, Management or Accounting or students may choose to go directly into employment or, for example, on to an accountancy or management training scheme.

What Other Opportunities Exist Outside of Class?

There are many business entrepreneurs that have shaped business today and you will be encouraged to further your knowledge and understanding through reading autobiographies as well as subscribing to a quarterly journal, Business Review. It is important that A Level students keep up to date with the real business world and the factors, which lead to success.