

A LEVEL BUSINESS



WHAT IS BUSINESS?

The aim is for you to develop an understanding of businesses, their function and the markets they serve. You will become familiar with the economic, social and ethical issues of business. You will gain an awareness of the different stakeholders, which can affect a business, such as customers, owners, employees and competitors.

This knowledge will enable you to appreciate the decision making process, which all businesses go through on a daily basis. By the end of the course you will be equipped with the skills to enable **you** to make such decisions.

WHY BUSINESS

Business is all around you, when you go shopping, use your mobile phone or watch television. Studying business will help you to gain an understanding of the world you live in, meaning you can play a greater part in it and get more out of it.



WHAT DOES BUSINESS COVER?

We cover a broad range of topics, which include the following:

- ❖ Marketing strategy and planning
- ❖ Costs and profits
- ❖ Investment appraisal
- ❖ Motivating people
- ❖ Japanese production techniques
- ❖ Current economic conditions
- ❖ Business ethics

HOW IS IT TAUGHT?

Much of your time will be in the classroom. However, because Business Studies is a subject that is all around us you will be involved in discussions on recent events. This will give you the opportunity to apply what you have learnt in the classroom to specific situations. Remember that much of the time there is no right or wrong answer, it is more about your ability to make or support a decision.

We also organise a number of events with external speakers and trips so that you can see how the theories are put into practice. Recent trips have included: Cadbury World, Bristol Zoo, Jaguar, Drayton Manor Park, Euro Disney, Revision Conferences.

WHAT DO I NEED TO START THE COURSE

You do not need to have studied GCSE Business Studies and will not be at a disadvantage if you have not. You will need to have achieved a grade 4 or higher in Maths and English Language as there are several numerical topics included and a number of extended writing questions which are both analytical and evaluative in nature. The course aims to lay the foundations that will help in whatever direction you wish to go, whether it be further study in higher education or a career in any area.

We also organise a number of events with external speakers and trips so that you can see how the theories are put into practice. Recent trips have included: Entrepreneur Day at the college, Cadbury World, Jaguar, Drayton Manor Park, Revision Conferences, the cost per trip will approximately be between £0 and £25.

HOW IS THE COURSE STRUCTURED

Assessment is via three exams which will take place at the end of the two year course, giving you an A Level in Business. There is no coursework. The exams are as follows:

- ❖ Component 1, taken at the end of the second year. A two hour 15 minute exam covering all of the specification areas for year one (the A/S), including compulsory short answer and data response based questions which are of a highly analytical and evaluative style.
- ❖ Component 2, taken at the end of the second year. A two hour 15 minute exam, including data response and structured questions, with a high numerical content. Aiming to assess business strategy and analytical techniques used.

- ❖ Component 3, taken at the end of the second year. A two hour 15 minute exam covering all of the specification areas, including A/S. With compulsory questions based on a case study and one essay (chosen from three).



WHERE CAN BUSINESS TAKE ME

Many of our students go on to higher education, with a high proportion doing Business and/or related subjects. Others will go on to employment often involving further training and qualifications. Potential careers are largely unlimited, and may include, running your own business or working for an organisation in sales and marketing, Accounting, international business, banking and investment, human resource management and many more areas.

WHAT DO CURRENT STUDENTS SAY ABOUT THE COURSE?

- ❖ I took Business Studies because this is a useful subject which can be carried forward into any field. It goes with all subjects. Although it's hard work the benefits at the end make it worthwhile
- ❖ Business Studies is a good but hard subject. I enjoy the lessons
- ❖ Business Studies is a good subject to learn because it opens doors to a lot of job opportunities
- ❖ You can apply your knowledge to the real world

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