

A LEVEL BUSINESS



WHAT IS BUSINESS?

The aim is for you to develop an understanding of businesses, the markets they serve, and both the regional and international environment in which they operate.

Through the Business A-level course you will learn about key issues within the internal functions of business including Finance, Marketing, Operations and Human Resources, and the ways in which these functions may improve their performance.

You will learn about quantitative and qualitative tools businesses use to select and devise their strategies and how they may then survive and prosper in an ever-changing world. The course will consider the ways in which businesses can navigate the economic, political, technological, social and legislative challenges that they face.

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. Most of you will one day work in a business and many will work for businesses or organisations that provides goods and services to other businesses, perhaps as an engineer, a designer, a computer scientist, an occupational therapist, a designer, an accountant, an in-house economist, an artist, a lawyer or a project manager. As such, an appreciation of the internal functions of businesses and the broader business environment will prove valuable in whatever career path you choose.

Studying Business A-level shall equip you with many of the quantitative, analytical and problem-solving skills sought by businesses and other organisations.

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
- ❖ Production techniques
- ❖ Economic conditions
- ❖ International trade; and
- ❖ 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. Much of the time there is no right or wrong answer, it is more about your ability to weigh up alternatives and 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, Morgan Motors, Jaguar, Drayton Manor Park, Euro Disney and 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 both 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.

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 secure apprenticeships or 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 management, sales and marketing, finance or 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.
- ❖ I like it, it has a good mixture of maths, writing and looking at real businesses.

CONTACT US:

Telephone: 01905 362600

Email: enquiries@wsfc.ac.uk