



COURSE DESCRIPTOR

A LEVEL BUSINESS

SUBJECT OVERVIEW

The A Level course considers strategies for larger businesses and how managers might measure the performance of the business. It also considers the effects that external factors can have on businesses and how a business can plan for and manage change, including leadership style and change in business culture. Among the many benefits, the course is designed to encourage candidates to; explore real business situations, be practical in the application of business concepts, and understand the role of the entrepreneur and business in society. Throughout the course students will be expected to research independently from a wide range of sources such as newspapers, magazines, the internet and watch current affairs and business-related TV programmes and documentaries. As part of this course students will also have the opportunity to take part in the Young Enterprise programme, as part of the extra-curricular programme.

PRIOR LEARNING REQUIRED

An interest in, and a desire to study, Business are essential.

EXAM BOARD

AQA

COURSE CONTENT

Year 1 – An introduction to key business areas: marketing, operations, finance and human resource management. This includes a special focus on decision making – particularly how decisions made in one area can affect the rest of the business.

Content: Topic 1 – What is business? Topic 2 – Managers, leadership and decision making, Topic 3 – Decision making to improve marketing performance, Topic 4 – Decision making to improve operational performance, Topic 5 – Decision making to improve financial performance, Topic 6 – Decision making to improve human resource performance.

Year 2 – An investigation of the strategic decisions that all businesses must make.

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

ASSESSMENT

Year 1 of the A Level, assessments take place once every half term and homework is set on a regular basis. A mock examination will take place during the second term, based on the first term's work, and internal examinations will take place in the third term. In Year 2, the format of assessment will be similar; however, the internal examinations will be replaced with a final external assessment, which consists of three two hour written exams taken at the end of the two year course. Each exam will be worth a third of the A-level. All three papers will draw on material from the whole course, and will feature a range of question styles including multiple choice questions, short answer questions, essay questions, data response questions and case studies

TEXTBOOKS/REVISION GUIDES

Title	ISBN	Author
AQA Business for A Level	9781471835698	Ian Marcousé
AQA A Level Business 1 & Business 2 Fourth Ed	(Year 1) 9781510454958 (Year 2) 9781398370685	John Wolinski & Gwen Coates

Summaries of each unit, your notes and past examination papers will be your major source of revision. There are revision guides for both AS and A2. Tutor2u is a useful online resource. Revision guides and workbooks will be offered by your teacher at a discounted price.

HIGHER EDUCATION PATHWAYS

Studying Business Studies can lead to a wide range of courses at university and a career in fields such as Management, Marketing, Finance, HR and Production.





COMPLEMENTARY SUBJECTS OF STUDY

Business sits well with other social sciences such as economics, psychology as well as most subjects on offer at The Worthgate School due to its 'real world' pertinence.

CURRICULUM DIRECTOR

Mr Adam Cartland