



Course Description Sheets - Level 3

Examination Board: AQA

Duration: AS - one year
A2 - two years

Minimum entry requirements:

- Five GCSEs at grade A*-C
- GCSE English and Maths at grade C or above is **essential**

Possible combinations:

- this subject is a very useful complement to any combination of AS/A level/BTEC National courses
- it can be taken with AS/A Economics and/or Accounting, but there is an overlap in some topic areas

Enrichment opportunities:

- Visits to local industries
- Possibly a visit abroad

Skills developed:

- carrying out calculations
- interpreting and analysing data
- applying knowledge
- developing arguments and making judgements
- identifying problems and proposing solutions

Likely next step opportunities:

- Higher Education for degree/HND courses in a wide variety of business studies degrees or you could specialise in an area you enjoy eg accounting, finance, marketing, human resources
- Business Studies degree combined with another subject
- employment

Assessment summary: 100% examinations

	AS	A2	Method
Unit 1	40%	20%	External examination
Unit 2	60%	30%	External examination
Unit 3		25%	External examination
Unit 4		25%	External examination

BUSINESS STUDIES AS/A LEVEL

Course outline: Most of us end up working in some sort of business organisation sometime during our lives, so it makes sense to find out exactly how they work. You will look at all the functions of a business including: marketing, finance, human resources, production, objectives and external influences.

The AS units focus on small to medium-sized businesses operating within national, as opposed to international markets. The A2 units build on the AS specification by considering more complex business scenarios and focusing on strategy, as opposed to tactics.

Course structure:

AS Level (AS)

Unit 1 - Planning and Financing a Business will cover:

- Starting up a business and the range of activities involved. For example, how to protect a business idea and develop a business plan
- Understanding markets and why market research is useful
- Financial planning to give you an understanding of key financial concepts such as calculating costs, revenues and profits and cash flow forecasting
- Assessing business start-ups – Why do so many small businesses fail whilst others are successful?

Unit 2 - Managing a Business will cover:

- The importance and management of finance and how the understanding of financial measures can be used to indicate how well a business is managed and how it can be improved.
- Managing the human element to make a business more effective.
- The importance of operational decisions such as ensuring quality, good customer service and the use of technology in a modern business
- Effective marketing and the use of the marketing mix

A-Level (A2)

Unit 3 - Strategies for Success will cover:

- Using objectives and strategies in order to manage a company effectively
- Understanding financial objectives and how to use financial data to measure and assess performance. You will also analyse and interpret published accounts
- The development of marketing strategies for larger businesses
- Understanding operational objectives such as the importance of innovation, the location of a company or industry and efficient production techniques
- Human Resource strategies to develop an effective workforce

Unit 4 - The Business Environment and Managing Change will cover:

- Corporate aims and objectives and how they help a business to be successful
- Assessing changes in the business environment with emphasis on the relationship between a business and its economic, legal, social, technological and competitive environments
- Managing change and decision making
- How internal and external changes are linked

Although this course is an academic approach to business studies current events are often very relevant to work covered in class. A knowledge of the business world is valued by HE and employers alike.