

Business Studies

Examination Board: AQA

Entry Requirements:

Grade 6 in GCSE English and Mathematics

If Business was studied at GCSE, then a Grade B would be required (but you do not have to have studied Business before).

Why study Business Studies?

- Dynamic and Engaging Content
- Developed with Universities
- Models, theories and techniques used to support analysis of contemporary business issues and situations
- Modern topics such as digital technology, business ethics and globalisation
- Real life skills to aid further study and employment
- Business knowledge
- Skills needed to analyse data
- Critical thinking about issues
- Make informed decisions

Course Content:

AS & A Level

What is business?

- Managers, leadership and decision making
- Decision making to improve marketing performance
- Decision making to improve operational performance
- Decision making to improve financial performance
- Decision making to improve human resource performance

A Level only

- Analysing the strategic position of a business
- Choosing strategic direction
- Strategic methods: how to pursue strategies
- Managing strategic change

Assessment:

Written examinations comprising Multiple Choice Questions, Shorter Answer Questions, Essay questions and Questions involving Data Response Stimuli and Case Studies.

Further Course Information: See Mrs Thrower

www.aqa.org.uk

Future Uses:

* Further/Higher Education courses

* Employment in the business sector

