Business A Level (AQA)

Why study this subject?
Have you ever wondered why it is so complicated to work out the 'best' mobile phone tariff? Or why Coca-Cola is the biggest selling soft drink in history? What prompts one business to take over another? A Level Business considers real-life businesses and the way in which accepted business theory relates to their operation. By studying the theory and applying it to the real world you will be able to better understand how decisions are made and can then make informed judgements and conclusions.

A Level Business may not make you a millionaire by the time you are 21. It will, however, provide an exciting insight into the dynamic world of business, giving the basic skills necessary to produce a start, manage and grow a business organisation. Using a case study approach, you will develop skills of analysis, research and independent thinking so that you can develop your own balanced arguments. Moreover, you will be able to recognise and discuss the wide range of factors which a business must try to take into account before setting its strategy for the future.

Entry Requirements
Please see the entry requirements page on the school website.

Content
During the two year course, students will study the following topics:

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

Assessment
3 written exams totalling 6 hours, taken at the end of Year 13.

Future courses and possible careers
A Level Business will prepare any student for the world of work and enterprise, and is an excellent basis for a career or a university degree course in Business, Finance, Economics or the Social Sciences. Your knowledge and developed analytical and presentation skills are also welcomed by employers. Career opportunities are broad and include: Marketing, Personnel, Finance, Banking, Manufacturing, Administration, Public Relations, Retailing, Publishing and Teaching!