

BUSINESS

SPECIFICATION

A Level AQA Business 7132

OBJECTIVES OF THE COURSE

Students study all aspects of business organisations and behaviour. The course allows the integration of business themes such as enterprise innovation and change, social and environmental responsibilities, takeovers and mergers, and ethical considerations. The course emphasises an awareness that business behaviour can be studied from the perspectives of all stakeholders (customers, employees, owners/shareholders and the local community/environment) drawing on a variety of disciplines.

CONTENT AND ASSESSMENT

In Year 13 students will take three examination papers to gain an A Level in Business. All papers are externally assessed. Each paper is worth 33.3%.

Paper 1: Consists of four sections. Section A: multiple choice questions. Section B: Short answer questions and Sections C and D: 2 essay questions.

Paper 2: Three data response compulsory questions.

Paper 3: One case study followed by approximately 6 questions.

Year 12 Course content

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| 1. What is a Business? | 2. Managers, leadership and decision making |
| 3. Decision making to improve marketing performance | 4. Decision making to improve operational performance |
| 5. Decision making to improve financial performance | 6. Decision making to improve human resource performance |

Year 13 Course content

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| 1. Analysing the strategic position | 2. Choosing strategic direction |
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3. Strategic methods: how to peruse strategies
4. Managing Strategic change

METHODS OF STUDY

Background reading is an essential part of the course: students will be expected to use the course book to follow up work completed in class and read a broadsheet newspaper on a regular basis. Written work will be set weekly and include assignments that require students to show they can apply key terms and concepts, as well as analyse and evaluate information.

Students will carry out short investigations into topics requiring them to collect information from a variety of sources and organise it into a logical order.

In addition, students will read case studies about businesses and show that they can apply concepts and theories.

SPECIAL FEATURES OF THE COURSE

Business is a highly relevant subject and equips students to understand important contemporary business issues, in particular focusing on the current economic climate and its impact on business. It will particularly appeal to students who have an interest in current affairs or want to find out more about the role of business in society. The department organises trips to Land Rover Jaguar and the JCB factory. Students take part in a share challenge at Manchester University against other schools, and gain an insight into the world of trading and how external factors impact on the value of shares throughout the trading sessions. Guest speakers are also invited to speak to students; a popular visitor to the department is Dr. Davies from the Institute of Economic Affairs who has presented on a wide range of topics from the economic crisis due to Covid 19 to the price of football tickets. Dr. Davies is often a guest on Newsnight where he gives his opinions on financial developments.

Business fits in well with most of the subjects. Often there are particularly good career opportunities when Business is studied in combination with Mathematics and/or Modern Languages. Business can also be studied with a science. Recent students have gone on to study Pharmacy, Law, Accountancy, Dentistry and Engineering at university.

