

BUSINESS

A LEVEL COURSE DESCRIPTION

Business is an important subject in our day to day lives. We use it constantly from purchasing goods and services to assessing why we have purchased the products we have. In an environment that is changing consistently under the pressure of globalisation, with increased opportunities and challenges in almost everything we do, an understanding of business principles is important for all our young people. Students will learn how businesses balance profit with human values; understand small and big businesses; entrepreneurship; consider the relationship between businesses and the community. It is our aim to instil within the student a better perception of the world around them, the issues that influence why things are the way they are and how they are likely to change. Business Studies promotes active learning rather than passive understanding. Students will acquire important skills such as: data skills, presenting arguments, making judgements and justified recommendations, problem solving, decision making and conducting research.

Further to the topics taught we aim to develop their skills of planning, communication, presentation, independence, team working, and analytical and evaluate and interpretation. Business skills are useful in whatever field students choose to pursue after leaving Sixth Form.

Want to understand more about the subject? Visit these websites below to gain a better understanding;

www.businessstudiesonline.co.uk

www.tutor2u.net



Progression

Business A Level can lead to a range of University courses including: Marketing, Management, Business, Law, Financial Management, Accounting, Human Resource Management, Sales and Promotion

Other combined courses include:

Business and Management, Language, Economic, Finance, Marketing, Accounting, Mathematics, IT, Psychology, Sociology, Statistics, Film Studies





ASSESSMENT

- Timed essays and formula tests
- Data response test
- Short answer questions based on a mini case study

SUBJECT CONTENT

1. What is 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

All of the above plus the following

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

Paper I: Marketing & People

Paper 2: Finance & Operations

Assessed by written exam: 1 hour 30 minutes
80 marks in total | 50% of AS

A-LEVEL ASSESSMENTS

Paper I: Marketing, People & Global Business

Assessed by written exam: 2 hour | 100 marks in total
33.3% of A-level weighting

Paper 2: Business Activities, Decisions & Strategies

Assessed by written exam: 2 hour | 100 marks in total
33.3% of A-level weighting

Paper 3: Investigating Business in a Competitive Environment

Assessed by written exam: 2 hour | 100 marks in total
33.3% of A-level weighting

Students are given a Pre Release topic to investigate in relation to this Paper. This is revealed at the start of Year 13 and questions in this exam will be based on the extracts included as well as their independent reading and learning.

DEPARTMENTAL ENRICHMENT

- Young Enterprise
- The Young Apprenticeship
- Talks from industry experts
- Opportunity to visit real businesses
- Bank of England, BMW Mini Plant, Oxford
- Visit to an Investment Bank and a walking tour of London Financial District
- All course materials available on Google Classroom

The Routes to Success Programme is designed for ALL students in Year 12 at St Angela's Ursuline 6th Form. The BUSINESS AND ECONOMICS programme aims to offer students opportunities to work with both industry and universities, opportunities will include links with; London

Metals Exchange, Royal Bank of Canada, Credit Suisse and UCL. Summer school opportunities will include links with; UCL, London Met and Leicester University and Deloitte.

Please note- All Year 12 students will select one main 'Route for Success' from these in order to experience a specialist enrichment and learning support programme. It will, of course, be possible to select a subject/subjects from another route on your timetable. We base our Routes to Success Programme on the university curriculum structure and university links are not exclusive to one route, so can be accessed by all students.