

# BUSINESS

## Examination Board: AQA

### Why study Business?

An exciting and dynamic subject, Business gives you a fascinating insight into both the intricacies of business management, and the global business world around us. Business A Level focuses on strategic decision-making and prepares you for a life in business management. You will develop your knowledge and understanding of the principles of business and management. You will have the experience in lessons of applying theories to real life business issues in order for you to make reasoned strategic decisions. The skills and knowledge developed will suit the needs of both higher education and business organisation environments.

### Where does it lead?

An A Level in Business will open many doors to a range of exciting university courses including business management, marketing, law, accounting, and finance degrees. Alternatively, as Business A level is highly valued by employers, it will also be excellent preparation for a range of apprenticeship opportunities from management to human resources.

### Course Content

The subject content covers all of the main business functions of Marketing, Finance, Operations and Human Resources. Additionally the course considers the environment in which businesses operate. Topics include:

- Managers, leadership and decision making
- Analysing the strategic position of a business
- Choosing strategic direction

- Strategic methods: how to pursue strategies
- Managing strategic change

### Course Assessment

The Business A Level is assessed through three 2 hour examination papers containing multiple choice, data response and extended replies. Each paper carries equal weighting. Students are required to demonstrate their ability in meeting the following assessment objectives:

- **Demonstrate knowledge of terms**, concepts, theories, methods and models to show an understanding of how individuals and organisations are affected by and respond to business issues
- **Apply knowledge and understanding** to various business contexts to show how individuals and organisations are affected by and respond to issues
- **Analyse issues within business**, showing an understanding of the impact on individuals and organisations of external and internal influences
- **Evaluate quantitative and qualitative information** to make informed judgements and propose evidence-based solutions to business issues.

**For further information,  
please contact Mrs Auld**

