



A level

Business

**What will I learn?**

This specification gives students opportunities to:

- develop a broad and comprehensive understanding of business and enterprise,
- provide academic and study skills that will support progression within all aspects of business.

The objective of this course is to:

- add breadth to students knowledge and understanding of the sector as part of their career progression and development plans.

**What could this course lead on to?**

The ultimate aim of this course is to prepare students for employment or further study at university. Through the study of this course students will be able to apply for jobs in different aspects of business such as apprenticeships in Accounting or Marketing.

**Entry Requirements:**

Merit or above in Business Studies plus GCSE grade 5 or above in Maths and English. In addition to this, an average attitude to learning of a grade 4 or above.

**Key content and assessment**

Title	Students will cover the following topics
1 What is Business?	Understanding the nature and purpose of business; Understanding different business forms; Understanding that businesses operate within an external environment.
2 Managers, leadership and decision making	Understanding management, leadership and decision-making; Understanding management decision making; Understanding the role and importance of stakeholders.
3 Decision making to improve marketing performance	Setting marketing objectives; Understanding markets and customers; Making decisions; Segmentation, targeting, positioning and making marketing decisions; Using the marketing mix.
4 Decision making to improve operational performance	Setting operational objectives; Analysing operational performance; Making operational decisions to improve performance: increasing efficiency and productivity; improving quality and managing inventory and supply chains.
5 Decision making to improve financial performance	Setting financial objectives; Analysing financial performance; Managing financial decisions: sources of finance and improving cash flow and profits.
6 Decision making to improve human resource performance	Setting human resource objectives; Analysing human resource performance; human resource decisions: improving organisational design and managing the human resource flow, improving motivation and engagement, and improving employer-employee relations.
7 Analysing the strategic position of a business	Mission, corporate objectives and strategy; Analysing the existing internal position of a business to assess strengths and weaknesses: financial ratio analysis and overall performance. Analysing the external environment to assess opportunities and threats: Political and legal change, economic change, social and technological, and the competitive environment. Analysing strategic options: investment appraisal.
8 Choosing strategic direction	Strategic direction: choosing which markets to compete in and what products to offer. Strategic positioning: choosing how to compete.
9 Strategic methods how to pursue strategies	Assessing a change in scale; Assessing innovation; Assessing internationalisation; Assessing greater use of digital technology.
10 Managing strategic change	Managing change; Managing organisational culture; Managing strategic implementation; Problems with strategy and why strategies fail.

**Paper 1: Business 1**

Written 2hour exam  
100marks in total  
33.3% of A Level

**Paper 2: Business 2**

Written 2 hour exam  
100 marks in total  
33.3% of A Level

**Paper 3: Business 3**

Written 2 hour exam  
100 marks in total  
33.3% of A level

**Course Details**

**Awarding Body: AQA**

**Website Specific Number: 7132 Website: [www.aqa.org.uk](http://www.aqa.org.uk)**

**Staff Contact: Mr Hough**