

Shelley College

Business Studies Student Guide



A LEVEL BUSINESS STUDIES

INTRODUCTION

The A Level course in Business Studies is a two year course of study, which requires no previous knowledge of the subject although, evidently, the content of the course will enhance and build upon any previous business-related learning. Business Studies is a relevant and wide-ranging subject, which offers an insight into the theory of organisations whilst broadening your knowledge and understanding of the world outside of education. We follow the AQA exam board specification.

The course provides an in-depth knowledge and a critical understanding of the following:

- The internal functions of contemporary business organisations of all types
- The dynamic external environment within which businesses operate and the effects this can have upon decision-making within a business
- Major topical issues that can generate change for business organisations and the ways in which businesses respond to these issues
- The range of stakeholder perspectives that can be taken on business activities

<http://www.aqa.org.uk/subjects/business-subjects/as-and-a-level/business-7131-7132> - link to the full specification

During the course you will develop a wide range of transferable skills such as:

- Data handling and interpretation
- Presenting arguments and making judgments
- Research
- Problem solving
- Planning and organization
- Challenging assumptions

all of which will enhance your studies in other areas and prepare you for further study and employment

PROGRESSION

The A Level Business Studies course will put you in a position to pursue a wide range of courses in higher education or move into the world of work.. Previous students have progressed onto a variety of courses such as Management, Entrepreneurship, Economics, Accountancy and Finance, International Business, Law, Events Management, and of course a range of Business courses. Other students have progressed into business and accounting apprenticeships.

The Course

The new specification has been updated to reflect the modern business world and as a result you will have a greater understanding of many business issues which you will face in the world of employment. Business Studies is clearly an extremely useful springboard for careers in a variety of fields including Accountancy, Law, Management, Human Resource Management, Production, Marketing and many other highly-regarded professions.

COURSE CONTENT

Year 1 Content

Topic 1 – What is business?

Topic 2 – Managers, leadership and decision making

Topic 3 – Decision making to improve marketing performance

Topic 4 – Decision making to improve operational performance

Topic 5 – Decision making to improve financial performance

Topic 6 – Decision making to improve human resource performance

Year 2 Content

An investigation of the strategic decisions that all businesses have to make.

Topic 7 – Analysing the strategic position of a business

Topic 8 – Choosing the strategic direction

Topic 9 – Strategic methods: how to pursue strategies

Topic 10 – Managing strategic change

A-level assessment

A-level assessment consists of three x 2 hour written exams taken at the end of the two year course.

Each exam will be worth a third of the A-level. All three papers will draw on material from the whole course, and will feature a range of question styles including multiple choice, short mark questions, essay questions, data response questions and case studies.

RESOURCES

Throughout the course you will be required to undertake wider reading around the subject. Regular study of newspapers and magazines such as the Financial Times, the Guardian, and Business Review will enhance your learning and increase your chances of success.

Websites which you may also find useful:

www.tutor2u.net

www.guardian.co.uk/business

www.ft.com/business

<http://www.bbc.co.uk/news>



SUMMER PROJECT – for the first lesson back in September

You may be aware of high profile businesses that are in the news. The first unit of study focuses on the different types of businesses and the environment in which they operate.

You are to research a real business and produce a piece of work on it. You should include the following:

- Name of the business
- Main product/service provided
- Other products/services offered
- Location of the business
- Brief background information on the business such as when it was established, who set it up, key dates in its history
- Main objectives of the business
- Type of ownership e.g. sole trader, partnership, private limited (ltd) or public limited (plc)
- Profit or loss made within the last couple of years
- Any other information you think is relevant especially reference to any reasons why the business may have been in the news recently.



How you present this information is up to you – you could produce a typed page, a powerpoint presentation, a written report, a newspaper article. Presentation is important so please think how you display the information in an interesting way.

Key Points Learnt from the induction session