

A LEVEL BUSINESS

Examination Board

AQA

Course Content

Business is a relevant and wide ranging subject, which offers an insight into the theory of organisations whilst broadening your knowledge and understanding of the wider world.

Unit 1: What is business?

This section examines the purpose of business, the different forms of business and the external factors that influence their activities.

Unit 2: Managers, leadership and decision making

This section looks at management and leadership, decision making and the role and importance of stakeholders

Unit 3: Decision making to improve marketing performance

This unit examines marketing objectives, understanding markets and customers, making marketing decisions and using the 4Ps of the marketing mix

Unit 4: Decision making to improve operational performance

This unit examines operational objectives, analysing operational performance, strategies to increase efficiency and productivity, strategies to improve quality and efficient management of inventory and the supply chain

Unit 5: Decision making to improve financial performance

This unit examines financial objectives, analysing financial performance, sources of finance and strategies to improve cash flow and profit

Unit 6: Decision making to improve human resource performance

This unit examines HR objectives, analysing HR performance, strategies to improve organisational design and manage the HR flow, strategies to improve motivation and engagement and strategies to improve employer-employee relations

Unit 7: Analysing the strategic position of a business

This section examines the internal position of the business in particular the financial position of a business through ratio analysis. It will also analyse the external environment in which businesses operate including the economic, political, social and technological environment.

Unit 8: Choosing strategic direction

This section analyses how businesses decide which markets to compete in and what products to offer, together with the strategic positioning of the business.

Unit 9: Strategic methods: how to pursue strategies

This unit analyses the impact and use of innovation, internationalisation and the greater use of digital technology as business strategies.

Unit 10: Managing strategic change

This unit analyses how businesses can manage change, including managing organisational culture and the potential problems that may arise from the implementation of strategic change.

A Level Assessment

Assessment is by 3 x 2 hours written exams at the end of the course. All three papers will assess both AS and A Level content.

Paper 1: Multiple choice questions, short answer questions and two essays.

Paper 2: Three compulsory data response questions, made up of three or four individual questions. One of these data responses questions will have mainly numerical or graphical data.

Paper 3: One compulsory case study consisting of six questions.

Testing quantitative skills:

The A Level assessments will also test quantitative skills including; ratios, averages, fractions, percentages and calculation of profit and loss and this is likely to account for 10% of the overall assessment.