

# AS/A2 BUSINESS STUDIES

## Entry requirements:

Students are not expected to have previously studied the subject, but an interest in and an awareness of the business environment is important. It is preferable for students' academic performance at GCSE to include at least 3 or 4 As and Bs.

## Examination board:

AQA

## Teachers:

C Broadhurst  
C Spick

## Main Syllabus areas

Study of the subject should encourage students to develop an understanding of issues and problems involved in business, the markets they serve and the process of adding value. Consideration is given to both starting a business and then managing the different functions within it. Later in the course, time is spent analysing decision making and the formulation of strategies to achieve success in the long term. The recognition of a number of different stakeholders in business, such as consumers, employees, owners/shareholders, and their sometimes conflicting interests are also taken into account. Of increasing importance, in some people's eyes, is the impact of ethical and environmental issues and how far business should accept responsibility here.

## Method of assessment

### AS Level:

- Unit 1 - 1 hour (40%) - A combination of multiple choice and data response questions
- Unit 2 - 1 hour 30 mins (60%) - Two compulsory data response questions

## Method of assessment (Cont...)

### A Level:

- Unit 1 - 1 hour (20%)
- Unit 2 - 1 hour 30 mins (30%)
- Unit 3 - 1 hour 30 mins (25%) - Five questions based around an unseen Case Study, including numerical data
- Unit 4 - 1 hour 30 mins (25%) - Section A will contain questions based around prior research, Section B will be selection of three essay titles, one of which is chosen.

## Qualities required

- An interest in/awareness of current affairs
- A desire to engage in regular background reading
- An inquisitive mind
- A willingness and ability to work independently, showing initiative, organisation and perseverance
- An ability to communicate effectively
- An ability to use and interpret data with some confidence

## Links with other subjects

As with economics, the subject complements the study of other Humanities (Geography, Politics, Sociology) or Mathematics and is increasingly a good combination with a

## Career prospects

The subject is a useful background course for study in a variety of areas and offers bright prospects for employment across a breadth of opportunities e.g. sales, accounting, management, public relations etc. For students likely to be considering self employment, the subject would be particularly useful and the combination with a modern foreign language could open opportunities across the E.U.

## Extension and enrichment opportunities

The subject offers opportunities for students to explore the real business world by visiting organisations. We are keen to exploit the development of the subject by inviting business practitioners into school, building on links with the business community and giving students the possibility of actively engaging in business themselves.