Business Studies

Examination Board: AQA

This course demonstrates the inter-related nature of business using business models, theories and techniques to support analysis of contemporary business issues and situations to provide a dynamic specification. The content is designed to engage students through topics and issues that are relevant in today's society. Key contemporary developments such as digital technology, business ethics and globalisation are covered throughout the topics.

Students will develop the knowledge and skills needed to analyse data, think critically about issues and make informed decisions - all skills that are needed for further study and employment.

Aims of the specification

- develop an enthusiasm for studying business
- gain holistic understanding of business in a range of contexts
- develop a critical understanding of organisations and their ability to meet society's needs and wants
- understand that business behaviour can be studied from a range of perspectives
- generate enterprising and creative approaches to business opportunities, problems and issues
- be aware of the ethical dilemmas and responsibilities faced by organisations and individuals
- acquire a range of relevant business and generic skills, including decision- making, problem solving, the challenging of assumptions and critical analysis
- apply numerical skills in a range of business contexts

Subject content

1. What is business?
2. Managers, leadership and decision making.
3. Decision making to improve marketing performance.
4. Decision making to improve operational performance.
5. Decision making to improve financial performance.
6. Decision making to improve human resource performance.
7. Analysing the strategic position of a business (Year 2 only).
8. Choosing strategic direction (Year 2 only).
9. Strategic methods: how to pursue strategies (Year 2 only).
10. Managing strategic change (Year 2 only).

Assessment

Year 1 Papers 1 and 2: Content 1. - 6.
Two written exams - each lasts 1 hour 30 minutes. Each counts for 50% of the marks.
Year 2 Papers 1, 2 and 3. All content 1. - 10.
Three written exams - each lasts 2 hours. Each counts for 33.3% of the marks.

Entry Requirements

Students need a Grade 7 in both GCSE Mathematics and English Language.

Business Studies