

KEW HOUSE SCHOOL SIXTH FORM

Business Studies

Advanced General Certificate of Education (A level)

We live in a mixed economy in which much of our income and wealth is generated by businesses producing goods and services in response to the needs and wants of families. Private firms provide the majority of employment in the United Kingdom. The taxes paid by these firms, their employees and their customers provide the bulk of the income of government and finance the essential services provided by the state. In addition, private firms increasingly supply goods and services to government and its clients. Studying business therefore gives us a perspective on how an important element of our society operates and the stakeholders whose interests it serves.

Students of A level Business will study the activities of firms in a variety of contexts, reviewing the operations of large multinational corporations and small local enterprises in both the manufacturing and service sectors. Much of the focus will be upon business decision making using quantitative methods, business theory and the experience and expertise of managers and specialists. Students will become aware of the environment in which business operates and the key influences on business success, growth and profitability. These include the competitive environment and the markets in which businesses operate, macroeconomic and regulatory influences and how technology is changing the way decisions are made and how businesses operate and compete. Major areas of study include human resource management, operations management, marketing, accounting and finance and business strategy. Teaching will include a review of theory and case study material including financial accounts.

There is a strong emphasis on competitiveness and productivity and the internal and external influences upon them. However, the focus of the course is much wider than mapping out a route to maximising shareholder value. The impact upon wider stakeholder groups and their response, corporate social responsibility, ethical and environmental issues are studied. Students are expected to include a broad synthesis of these issues in their analysis and evaluation of business decisions and their impact at a variety of scales encompassing the local and the global.

The course has some very challenging elements, not least the quantitative techniques including investment appraisal, the interpretation of accounts using ratio analysis and forecasting. Students are expected to develop an understanding of risk and uncertainty and its impact on business decisions.

The topics lend themselves to studying and engaging with the business world. The specification and assessment should encourage students to follow real world economic and business developments and think critically about contemporary business issues. Most of the assessment material is based on real business situations. By examining and thinking critically about real business situations as they study the subject, students will gain an insight into role and importance of business to the economy and its influence on society, attitudes and culture.

Course Content: it is likely that the AQA specification will be followed

<http://www.aqa.org.uk/subjects/business-subjects/as-and-a-level/business-7131-7132>

KEW HOUSE SCHOOL SIXTH FORM

AQA Business: Assessment at A level

There are three examination papers at A level:

Business 1: multiple choice, short answers and essay questions

Business 2: data response

Business 3: six questions on a business case study

All three papers draw from every part of the specification and hence are synoptic.

Business 3 is a case study of a real company and includes financial data taken from the accounts.

Career Opportunities:

Business Studies has many transferable skills which can be used in a wide range of interesting, stimulating and challenging careers.

Business	Accountancy	Management	Public Administration	Civil Service
Banking	Finance	Politics	Journalism	Broadcasting
Teaching	Research	Law		

The knowledge, analytical techniques and methods of evaluation you learn in Business Studies will give you the skills, confidence and versatility to excel in most subjects at university and in the ever-changing world of work.

Specific Entry Requirements: good grades at GCSE in both Mathematics and English Language are desirable.