



BUSINESS

Entry Requirement: At least Grade 6 in GCSE Economics or Business if it has been followed. All students must achieve at least Grade 6 in English Language and Maths GCSE.

PLEASE NOTE: Business A Level CANNOT be taken in combination with Economics A Level

Examination Board: To be confirmed

What do I need to know or be able to do before taking this course?

This is an interesting time to study the world of business. Thanks to the Apprentice and Dragons Den, most of us have an insight into the challenges of setting up and running a small business. However, we are less likely to understand what is involved in running a large national or international business such as Tesco or Apple. The media presents both positive and negative stories about the business world. On the positive side, we read stories about entrepreneurs who have risked everything to invent or develop a new product or service that improves the quality of our lives, possibly creating jobs for others and increasing the country's exports. On the negative side we read stories about well known businesses avoiding taxes, exploiting their workers or suppliers, paying unfair bonuses, overstating their profits, misselling products or damaging the environment. This course will give you an insight into what it takes to set up and run a successful business.

Course Content and Assessment

You will study the following topic areas:

- Business objectives and strategic decisions
- External influences facing businesses
- Marketing and marketing strategies
- Operational strategy
- Human resources
- Accounting and financial considerations
- The global environment of business

The chosen specification will allow you to:

- gain an 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
- take a more strategic view of business opportunities, problems and issues
- acquire a range of relevant business and generic skills, including decision making, problem solving, the challenging of assumptions and critical analysis

Assessment

There are three examination papers, each contributing 1/3 towards the final A Level grade. Details of the examinations will be made available once the specification has been selected.

Teaching and Learning Methods

A wide variety of activities can be expected, such as:

- Contributing to and writing brief notes on each topic.
- Sharing the news stories you have followed, including discussing their relevance to economics
- Discussing the impact of political decisions, such as BREXIT and trade deals on businesses and consumers
- Working in small groups to prepare presentations and wall displays on key topics
- Debating the merits of different business theories
- Deepening your understanding of topics by supporting Year 10 and 11 Business students

Homework

- Research tasks on the topics being covered
- Tracking and evaluating changes in the business environment and the fortunes of individual businesses
- Preparing for in class tests
- Completing examination style questions

Materials

Students will need to buy an approved textbook. This will be purchased through school so that you get a discount. Other books will be recommended by your teachers.