Business Studies

The Business A Level Course considers the way in which businesses, local, national or international, operate – and the effect of the external business environment which provides opportunities and imposes constraints on the pursuit of short-term and long-term objectives

Students will have the opportunity of further in-depth study of a range of business functional areas, where tasks are differentiated into specialist areas, such as Human Resources, Finance, Marketing and Operations Management. In Year 2, the main emphasis will be on business strategy: its nature, development and implementation, plus a critical evaluation in the context of specific organisational and business situations to solve problems and make decisions. This also includes all aspects of the globalisation of business in today's modern world. Overall, this course will help students to develop analytical and evaluative skills, which are highly prized in the employment market.

Course Structure & Content

Theme 1: Marketing and People

This theme is the starting point for understanding the role of business in our society and covers topics concerning Marketing, such as: the market; market research; market segmentation and market positioning; demand and supply; elasticity and the main elements of composing a marketing strategy. Motivational theory and the workings of the Human Resources function is also examined in detail.

Theme 2: Managing Business Activities

This theme develops an understanding of the Finance and Operations functions, as well as investigating the external influences on business. This covers topics such as: raising and managing finance as well as measuring business performance. Using resources efficiently within a business is also discussed, to ensure that goods or services can be delivered effectively and efficiently and to a high quality.

Theme 3: Business Decisions and Strategy

This theme moves from functions to strategy, helping to understand the development of core concepts and looking at opportunities and issues in a strategic way. It examines topics such as: corporate objectives; quantitative decision-making techniques such as decision trees and critical path analysis; other financial management tools and the causes and effects of change and how businesses mitigate the risks of uncertainty. Emphasis is placed on the interpretation of financial statements using ratio analysis.

Theme 4: Global Business

This theme examines the businesses within a global context. It examines globalisation, Multi National Companies, trade and the benefits and dangers this brings to a business. It also examines global competitiveness issues: what a trading bloc is and how this benefits business activity as well as what dangers this brings to a business which faces greater business competition because of globalisation and trading bloc membership. Global marketing and niche marketing are also examined as well as business ethics.

Assessment

Paper 1: People, Marketing and Global (Themes 1 and 4)
Paper 2: Business Activities, Decisions and Strategy (Themes 2 and 3)
#Paper 3: The Competitive Business Environment covers content across all 4 Themes, focusing on an industry or market which will be identified in a pre-release document issued during Year 13.

Entry Requirements

Students wishing to study this course require a Grade 5 in Business Studies if taken. Grade 5 Maths if no Business GCSE.

Progression

This course is great for anyone wishing to pursue a career in any business-related area. It is one of the most popular degree choices in UK Universities, or straight into employment. Routes include Accountancy, Marketing, Human Resource Management, Public Relations and Retail Management or even teaching!