BUSINESS STUDIES

Why study Business at A-Level?

If you have a passion for Business and you are interested in the stock exchange or new business ventures this is the course for you. You will gain the skills to analyse real life case studies for companies such as Amazon, Apple, BMW, Tesco's etc. Business studies will also equip you with the skills to analyse key financial data to help business decision making. Overall you will develop essential skills required to run a business such as in Business Management, Accounting and Finance, Marketing and Human Resource Management.

What is Business Studies at A-Level?

A Level Business Studies considers strategies for larger businesses and how managers might measure the performance of a business. It starts with a comparison of the objectives of the company as a whole and distinguishes them from the objectives of each department. The A-Level syllabus also equips you with skills to analyse financial information and external influences on a business.

Main Topics Covered

- Human Resource Management
- Marketing
- Operations
- Business Plans
- Financial Ratios & Government Policy
- Impacts of External Factors on Businesses
- Economies & Diseconomies of Scale

The Business Studies course helps you to develop a number of skills:

- How to assemble data and assess it
- How to analyse companies' strategies and tactics
- Problem solving skills in relation to companies performance and strategy
- Knowledge of business models and the business environment

What are the challenging aspects of the course?

- To be familiar with financial ratios and interpret and read income statements and balance sheet
- Understanding of the differences between functional and departmental objectives.

Assessments

Paper 1: Business 1		Paper 2: Business 2		Paper 3: Business 3
What's assessed	+	**What's assessed**	+	**What's assessed**
All content above		All content above		All content above
Assessed		**Assessed**		**Assessed**
• written exam: 2 hours • 100 marks in total • 33.3% of A-level		• written exam: 2 hours • 100 marks in total • 33.3% of A-level		• written exam: 2 hours • 100 marks in total • 33.3% of A-level
Questions Three compulsory sections: • Section A has 15 multiple choice questions (MCQs) worth 15 marks. • Section B has short answer questions worth 35 marks. • Sections C and D have two essay questions (choice of one from two and one from two) worth 25 marks each.		**Questions** Three data response compulsory questions worth approximately 33 marks each and made up of three or four part questions.		**Questions** One compulsory case study followed by approximately six questions.

Before the qualification can be awarded, students must undertake **all** the assessments.

Further Reading

AQA A-level Business Year 2 Third Edition (Wolinski & Coates) ISBN-13: 978-1-4718-3611-4

Michael E Porter, "Competitive Strategy: Techniques
for Analyzing Industries and Competitors" ISBN:978-0684841489.
Ian Marcouse, "Business Studies for A-Level", 4th Edition,ISBN:9781444122756.

https://www.economist.com/ Topical current business and economic affairs magazine and website.

http://www.bbc.co.uk/news/business Keep up to date with current business news and economic trends

https://www.tutor2u.net/business A great range of resources and notes to further enhance your understanding of relevant topics

Task:

You need to complete a S.W.O.T. analysis of a multinational business of your choice.

Identify the key strengths of the business, its weaknesses, opportunities for improvement (both internal and external) and potential threats from outside influences on the business.

To complete this task you should you should read and analyse the business's annual report which can usually be found on their group website. Here is the link to Caterpillars annual report as an example: http://www.caterpillar.com/en/investors/annual-report.html

You should complete this in PowerPoint format and be ready to present it on the first week back.