



<b>Overview</b>	<p>Through Business Studies A-level, you'll engage with the world of business through the context of current business developments and real business situations. You'll learn how management, leadership and decision-making can improve performance in marketing, operational, financial and human resources.</p> <p>Students of this course should study business in a variety of contexts (eg. large/small, UK focused/global, service/manufacturing) and consider:</p> <ul style="list-style-type: none"> <li>■ the importance of the context of business in relation to decision making</li> <li>■ the interrelated nature of business activities and how they affect competitiveness</li> <li>■ the competitive environment and the markets in which businesses operate</li> <li>■ the influences on functional decisions and plans including ethical and environmental issues</li> <li>■ the factors that might determine whether a decision is successful eg. the quality of data and the degree of uncertainty</li> <li>■ how technology is changing the way decisions are made and how businesses operate and compete</li> <li>■ the impact on stakeholders of functional decisions and their response to such decisions</li> <li>■ use of non-quantitative and quantitative data in decision making (including the interpretation of index numbers and calculations such as ratios and percentages)</li> </ul> <p>The study of strategic decision making should build on the study of decision making in the functional areas. Students will consider:</p> <ul style="list-style-type: none"> <li>■ the impact of technology on strategic decision making</li> <li>■ the influences of Corporate Social Responsibility, ethical and environmental issues on strategic decisions</li> <li>■ the difficulties in forecasting future trends</li> <li>■ the importance of assessing feasibility and risk when making strategic decisions</li> <li>■ the impact on stakeholders of strategic decisions and their response to such decisions.</li> </ul> <p>The topics lend themselves to studying and engaging with the business world. The specification and assessment should encourage students to follow 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 different contexts which will help them to understand the key issues in any situation and compare and contrast this with other situations and apply their understanding.</p>
-----------------	--

<b>Autumn Term</b>	<p><b>Teachers 1: Choosing Strategic direction: &amp; Strategic Methods: How to pursue strategy:</b></p> <ul style="list-style-type: none"> <li>■ Strategic Direction: choosing which markets to operate in and what products to offer</li> <li>■ Strategic positioning: choosing how to compete</li> <li>■ Assessing a change in scale</li> <li>■ Assessing innovation</li> <li>■ Assessing internationalism</li> <li>■ Assessing digital technology</li> </ul> <p><b>Teacher 2: Analysing the strategic position of a business:</b></p> <ul style="list-style-type: none"> <li>■ Mission, corporate objective and strategy:</li> <li>■ Analysing the existing internal position of a business to assess strengths and weaknesses: financial ratio analysis</li> <li>■ Analysing the existing internal position of a business to assess strengths and weaknesses: overall performance</li> <li>■ Analysing the external environment to assess opportunities and threats: political and legal change</li> <li>■ Analysing the external environment to assess opportunities and threats: economics change</li> </ul>	<b>Assessment</b>
		<p>End of unit assessment including:</p> <ul style="list-style-type: none"> <li>■ MCQ</li> <li>■ Data response</li> </ul>

<b>Autumn Term</b>	<ul style="list-style-type: none"> <li>■ Analysing the external environment to assess opportunities and threats: social and technological</li> <li>■ Analysing the external environment to assess opportunities and threats: the competitive environment</li> <li>■ Analysing strategic options: investment appraisal</li> </ul>	
--------------------	--	--

<b>Spring Term</b>	<p><b>Teacher 1: Managing Strategic Change</b></p> <ul style="list-style-type: none"> <li>■ Managing change</li> <li>■ Managing organisational culture</li> <li>■ Managing strategic implementation</li> <li>■ Problems with strategy and why strategies fail</li> </ul> <p><b>Teacher 2: Analysing the strategic position of a business</b></p> <ul style="list-style-type: none"> <li>■ Mission, corporate objective and strategy:</li> <li>■ Analysing the existing internal position of a business to assess strengths and weaknesses: financial ratio analysis</li> <li>■ Analysing the existing internal position of a business to assess strengths and weaknesses: overall performance</li> <li>■ Analysing the external environment to assess opportunities and threats: political and legal change</li> <li>■ Analysing the external environment to assess opportunities and threats: economics change</li> <li>■ Analysing the external environment to assess opportunities and threats: social and technological</li> <li>■ Analysing the external environment to assess opportunities and threats: the competitive environment</li> <li>■ Analysing strategic options: investment appraisal</li> </ul>	<b>Assessment</b>
		<p>End of unit assessment including:</p> <ul style="list-style-type: none"> <li>■ MCQ</li> <li>■ Data response</li> </ul>

<b>Summer Term</b>	<p><b>External Examination preparation and revision:</b></p> <p><b>Paper 1:</b> Three compulsory sections:</p> <ul style="list-style-type: none"> <li>■ Section A has 15 multiple choice questions (MCQs) worth 15 marks.</li> <li>■ Section B has short answer questions worth 35 marks.</li> <li>■ Sections C and D have two essay questions (choice of one from two and one from two) worth 25 marks each</li> </ul> <p><b>Paper 2:</b> Three data response compulsory questions worth approximately 33 marks each and made up of three or four part questions</p> <p><b>Paper 3:</b> One compulsory case study followed by approximately six questions</p>	<b>Assessment</b>
		<p>External Exams</p> <ul style="list-style-type: none"> <li>■ 3 papers</li> <li>■ All worth 100 marks</li> <li>■ All 33.3% of the final A Level grade</li> </ul>

<b>Useful Resources for Supporting Your Child at Home:</b>	<b>Homework:</b>
<ul style="list-style-type: none"> <li>■ Tutor 2 u website / YouTube channel <a href="#">tutor2u - YouTube</a></li> <li>■ <a href="#">Exam Technique &amp; Revision Workshops for 2023 Exams   tutor2u</a></li> <li>■ Course companion – this is on teams</li> <li>■ AQA website for past papers and mark schemes <a href="#">AQA   Business   AS and A-level   Business</a></li> </ul>	<p>Fortnightly homework is set. This will be a mixture of MCQ, Essays and Research.</p>

Text Books:

- Surridge and Gillespie  
[www.hoddereducation.co.uk/subjects/business-and-accounting/products/16-18/aqa-a-level-business-\(surridge-and-gillespie\)](http://www.hoddereducation.co.uk/subjects/business-and-accounting/products/16-18/aqa-a-level-business-(surridge-and-gillespie))
- John Wolinski and Gwen Coates  
[Hodder Education - Educational Resources for Students & Teachers](#)
- Ian Marcousé, Andrew Hammond, Nigel Watson  
[AQA Business for A Level \(Marcousé\): Hodder Education](#)