

AS/A2 Level BUSINESS STUDIES

Course Guide

Level 3 Two-year course



2010/11

This course will suit students who are interested in finding out about the activities and behaviour of businesses. Students need to be numerically competent. When examining case studies and data response scenarios, students need to develop skills of analysis and be able to evaluate their ideas.

Subject introduction

Businesses impact upon and influence a diverse range of stakeholders including consumers, employees, shareholders and directors. An understanding of how businesses work is therefore beneficial, not merely from a vocational viewpoint but also from an educational one.

This Business Studies course provides a broad overview of the workings of firms and involve the use of business techniques and concepts in the solving of specific problems. Over the two years every aspect of business behaviour is addressed including: marketing, accounting & finance, human resources, operations management, external influences and business strategy.

Year 1 study outline

The units for AS are:

An Introduction to Business – This unit provides students with awareness of how businesses operate and of the external business environment

Business Functions – Students will develop an awareness of the interrelationships that exist between each of the four main behavioural functions of business: Marketing, Accounting & Finance, People and Operations Management. Students will appreciate that for an organisation to be successful, decisions have to be taken in the context of both an organisation's objectives and its resources.

One exam (one hour duration) consists of short answers and data response questions. The second exam (two hours duration) has an unseen question and questions relating to a pre-released case study.

Year 2 study outline

The units of assessment for A2 are:

Strategic Management (mandatory) – Students will develop an awareness of business strategy, its nature, development and implementation. This paper is based on a pre-released case study.

SEE WHAT'S NEXT

Business production

This analyses the relationship between management and production, constraints on production, costings and technology. This involves an unseen case study. The two examination papers are both 2 hours in duration. They will require both communication and competent numeracy skills.

Methods of study

Lessons will take a variety of forms; there may be group discussions, paired activities and presentation work. Resources will include the use of newspaper articles, journals, the Internet and television programmes. The syllabus also requires a case study approach and students will be encouraged to develop skills and techniques to solve business problems in both real world and fictional situations.

Modern textbooks and resources will support students' work. At A2 Level the emphasis will be on the ability to use analysis and evaluation.

Special features

Students may have the opportunity to take part in business simulations.

Subject combinations and careers

Business Studies has been a popular choice for students studying a wide range of combinations particularly IT

and computing but also languages, humanities and sciences. Although not career-specific, students who go on to study business studies degrees are very well suited for management positions in all types of careers.

Success stories

Many previous students of A Level Business Studies have achieved success in Business degrees and have gone on to work in large organisations. Others have started their own businesses or held positions of responsibility in smaller organisations.

Methods of assessment

AS – 100% exams

A2 – 100% exams