



# A LEVEL BUSINESS EXAM BOARD: AQA

PREPARING YOU FOR UNIVERSITY SUCCESS

## SUBJECT AREA OVERVIEW

This course is suited to students who wish to learn more about the dynamic nature of the business environment. Practical applications of business concepts will be demonstrated, using events in the real world to reinforce understanding of theories and concepts.

We aim to develop:

- Knowledge and understanding of the purposes and advancement of businesses, adopting a balanced and objective mind-set with strong emphasis on contextual analysis and evaluation.
- An appreciation of the influences of various internal and external factors that affect business decision and strategy in developing the holistic and solution based thinking of the students.
- The skills of communication, numeracy, presentation, analysis, interpretation, application and evaluation of business data, both qualitative and quantitative.

## Course Content

- Unit 1, introduction to business- business objectives, business structure/ ownership and the external environment.
- Unit 2, decision making- managers vs. leaders, opportunity cost, decision trees and stakeholder analysis.
- Unit 3, marketing- market research, the Marketing Mix, and interpreting marketing data.
- Unit 4, operations- types of production, stock control, quality control and working with suppliers.
- Unit 5, finance- cash vs. profit, break even analysis, cash flow forecast, budgeting and sources of finance.
- Unit 6, HRM- interpreting organisational charts and personnel indicators, recruitment, training, staff motivation in theory/ practice and improving employer/employee relations.
- Unit 7, analysing the strategic position of the firm- mission statement, income statements and

balance sheets, ratio analysis, and PESTLE analysis (Political, Economic, Social, Technological, Legal and Environmental).

- Unit 8, choosing strategic direction- Ansoff Matrix, Porter's strategies and Bowman's strategic clock theories.
- Unit 9, pursuing strategic methods- business growth, retrenchment, innovation strategies, entering international markets and use of digital technology.
- Unit 10, managing strategic change- implementing and managing change, organisation culture, business strategy, network analysis and contingency planning.

Throughout the academic year there will be opportunities to develop key skills in the areas of group work, presentation skills, research methods and report writing. Case studies will be used to help students develop their ability to analyse and interpret data.

### **Assessment**

- AS students will sit one internal examination, assessing units 1-6.
- A2/ Fast Track students will sit three external examinations, assessing units 1-10.

### **Recommended Reading**

The current course textbook is the AQA A Level Business 1 Third Edition (Wolinski & Coates). The recommended revision guide is the Hodder A-Level Business Studies My Revision Notes. Students are also recommended to purchase business dictionaries and student workbooks which are used for homework tasks.

### **Career Paths and Related Subject Areas**

Ideal for Business Management and Accountancy.

For further information: [www.aqa.org.uk/subjects/business](http://www.aqa.org.uk/subjects/business)