

Business A Level

Why study Business?

This course gives you a thorough knowledge of the key concepts in business and teaches you how to apply your understanding. We regularly discuss and analyse current issues that large, well-known businesses are facing. Many transferable skills will be developed through the course. You will learn how to handle and interpret data, use evidence to create arguments and make judgements and recommendations. You will be able to interpret financial information and solve problems, using business tools and models.



How is the course structured and assessed?

The course is assessed by 3 examinations each lasting 2 hours. There will be a mixture of styles of question such as multiple choice, short answer (including calculations), data response and essays. If you are better at exam-based assessment, then this is the course for you!



What subjects combine well with Business?

Business combines well with any subject. Business students are studying a wide variety of other subjects, including Geography, Economics, Product Design. Languages, Government and Politics, Psychology, English and Maths.

What can I do with the qualification?

Following the Business A-Level, many students go on to higher education courses in Business Management, Accounting, Business Finance, Human Resources or Marketing. Business Management is also often offered as part of a joint honours degree. The subject is equally useful for those students going into apprenticeships, management training courses or other forms of employment.



What is the course content?

Initially you will focus on questions such as: What are businesses? Why do they exist? What are their aims? How do you measure their success? You will then move on to look at the role of managers within business, finding out about the different styles of leadership and the way they make decisions using both scientific methods as well as intuition. You'll look in detail at the various strategies that businesses use to be successful. How can firms change their Marketing, Finance, Operations and Human Resources in order to improve their performance? Finally you will learn how to analyse the strategic position of the business, using tools like financial ratios. You'll consider the impact of external factors such as the economy on businesses and discuss whether firms see them as an opportunity or a threat. Then you will see how firms choose their strategic direction, which markets to compete in and what products to offer. You will also investigate how firms manage the changes that constantly take place.



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