

Business

About the course

You do not need to have studied business at GCSE in order to take an AS or A Level course in this subject. It is more important that you should have an interest in current affairs and the business world and that you are able to communicate your ideas effectively.

Business provides a forum for constructive debate about real life business issues, such as how to market a product or compete with a new firm in the market.

The subject is a very relevant learning experience, with the issues taught and the skills learnt being used by students for many years to come. It will suit students who enjoy solving practical problems in a logical manner.

Students who choose this course will be given the opportunity to meet people from local businesses, visit local business organisations and take part in our annual Business trip. Recent destinations for this trip have been Barcelona, Paris, London and New York.

The AS course is divided into two themes:

Marketing and people covers topics such as meeting customer needs, managing people and marketing mix and strategy.

Managing Business Activities covers raising finance, financial planning, managing finance, and resource management.

The A2 course is also divided into two themes:

Global Business, which covers globalisation, global markets and business expansion, global marketing and global industries and companies (multinational and corporations).

Business decisions and strategy, covering the topic areas of business objectives and strategy, business growth, decision-making techniques, influences on business decisions, assessing competitiveness and managing change.



I've thoroughly enjoyed studying Business over the last two years

Elliott, Year 13

How it will be assessed

Both qualifications are assessed by external examination, two papers for AS Level and three papers for A Level, at the end of the course. The papers consist of data response questions and extended open response questions. The third A Level paper also has a pre-release context to investigate.

What it prepares you for

The majority of students go on to university where Business Studies represents the largest single subject in the university sector. For potential employers Business, with its broad study base and its balance of numerical and written skills, is an ideal foundation for the recruitment of students for managerial positions.

