

## Business Studies

### Entrance requirements

Pupils considering taking A' Level Business Studies **must** fulfil one of the following criteria:-

1. **Grade 'B' in GCSE Business Studies or**
2. **Grade 'B' in GCSE Mathematics and Grade 'B' GCSE English.**

### Why choose GCE Business Studies?

- This qualification engages students in the study of a range of business topics impacting on today's society.
- The qualification is underpinned by three core issues; globalisation, digital technology and stakeholder influences.
- The qualification requires students to develop decision-making skills and engage in critical thinking and analysis of core business functions, which will equip them for further study and employment in business related areas.

### Career Opportunities

- |                |                     |                     |
|----------------|---------------------|---------------------|
| • Accountancy  | • Entrepreneurship  | • Marketing         |
| • Advertising  | • Estate Management | • Production        |
| • Banking      | • Finance           | • Retail Management |
| • Consulting   | • Human Resources   | • Travel & Tourism  |
| • Distribution | • Insurance         | • Systems Analyst   |

### AS Course

#### AS 1 : Introduction to Business

- This unit introduces students to the business world. It begins with the entrepreneur and what motivates individuals to develop business enterprises. Students are expected to become familiar with different business ownership structures, key stakeholder groups, the importance of quality, the recruitment and training of a quality labour force, the impact of management and leadership styles on employee motivation and business operations.

#### AS 2 : Growing the Business

- Students will understand the role of technology in growing a business and how to assist with decision making. They must understand the impact of competition on a business and acquire a critical understanding of the marketing process / strategy and the use of E and M Commerce. Students will appreciate the role of accounting and financial information in business decision-making.

### A2 Course

<b>A2 1 : Strategic Decision Making</b>
<p>□ Students will be expected to identify business objectives and the potential for these to conflict with various stakeholder groups. Students will be able to analyse and evaluate stakeholder management strategies. Students will gain an insight into business planning and the need to manage risk and uncertainty when developing business strategies. They must be able to analyse the importance of accounting and financial information in making strategic business decisions.</p>
<b>A2 2 : The Competitive Business Environment</b>
<p>□ This unit examines the macro-economic framework within which businesses operate. Students are expected to evaluate the impact of globalisation on business activities. Students will develop an appreciation of the importance of ethics and sustainability on business decision-making and culture. They will also evaluate the influence of stakeholders on business operations, how businesses are affected by and react to change within the dynamic and technology driven business environment.</p>

### Scheme of Assessment

Module	How it is assessed	Weighting
AS 1	External written examination 1 hr 30 mins (80 marks) 2 compulsory structured data responses	50% of AS 20% of A'Level
AS 2	External written examination 1 hr 30 mins (80 marks) 2 compulsory structured data responses	50% of AS 20% of A'Level
A2 1	External written examination 2 hours (90 marks) 1 compulsory structured data response	30% of A'Level
A2 2	External written examination 2 hours (90 marks) Candidates are required to produce a business report analysing problems, evaluating evidence and proposing / justifying solutions	30% of A'Level