



Business Studies

Course objectives

- Richard Branson, Michael Dell, Stelios Haji-Iaonnijou (Easy Jet), Bill Gates, Anita Roddick (Body Shop) – all successful entrepreneurs who started businesses to satisfy our wants and needs. If you are interested in how these people have achieved what they have, then consider taking Business Studies. You will learn how to start up a business, and which qualities are important to succeed as an entrepreneur.
- The course will also enhance your understanding of your rights and responsibilities as a consumer, employee and citizen, as well as giving you a basic insight into politics, economics, finance and accounting.

Main qualifications

- A Level

Awarding Body

- AQA

Duration/ Lessons per week

- 10 x 1 hour lessons over a two week timetable

Standard entry requirements

- Minimum grade 5 in English Language and Mathematics

Progression opportunities

- To study Business related courses at university including Business Studies, Economics, Marketing, Human Resources, Accounting and Finance. The Exam Board consulted universities prior to the development of this new specification and the consensus was that the skills it developed, such as data handling, research skills and using tools to solve business problems, were just what universities wanted.



Business Studies

Course content

Unit 3.1 – What is Business? Managing Marketing and Finance

In this unit, you will study the purpose of business, the role of entrepreneurs, and how organisations set objectives and make decisions. You'll explore different business structures and how stakeholders influence operations. The marketing section covers how businesses research customer needs, segment markets, and apply the marketing mix. You'll also learn about digital marketing, including the use of social media, influencers, and data analytics. In finance, you'll examine budgeting, break-even analysis, sources of finance, and how to interpret financial performance. Key topics include:

- Business objectives and planning
- Stakeholders and business structures
- Marketing strategy and digital marketing
- Financial decision-making and performance

Unit 3.2 – Managing People and Operations

This unit focuses on how businesses manage their people and day-to-day operations. You'll study human resource planning, leadership styles, motivation theories, and methods of rewarding employees. You'll also explore organisational structures and employee wellbeing. In operations, you'll learn how businesses ensure efficiency, quality, and sustainability in production. Topics include supply chain management, inventory control, and the impact of technology. You'll also consider ethical issues in HR and operations. Key topics include:

- Human resource objectives and employee engagement
- Leadership, motivation, and team effectiveness
- Operational efficiency, quality control, and environmental impact
- Supply chain, inventory, and project management

Unit 3.3 – Business and Society, External Environment, and Strategy

In this final unit, you will study how businesses interact with society and respond to external influences. You'll explore sustainability, corporate social responsibility (CSR), and ESG reporting. You'll analyse how political, economic, social, and technological factors affect business decisions. Strategic planning is a major focus, including tools like SWOT analysis, stakeholder mapping, and the Ansoff Matrix. You'll also learn about business growth, global strategy, digital transformation, and managing change and risk. Key topics include:

- Sustainability, CSR, and stakeholder approaches
- External influences: economic, legal, social, and technological
- Strategic decision-making and investment appraisal
- Business growth, globalisation, and managing change

Assessment	<ul style="list-style-type: none">• Three papers, worth 33% each (2 hours each)
Costs	<ul style="list-style-type: none">• Students are advised to 'subscribe to the Business Review magazine (currently £15 a year for 4 editions)
Additional information	<ul style="list-style-type: none">• Students should extend their general knowledge of current affairs by taking an interest in news stories and watching TV programmes like 'Dragon's Den' and 'The Apprentice', or listening to podcasts like 'The Rest Is Money'
Staff contact	<ul style="list-style-type: none">• Mr D Burke• E-mail: dburke@ringwood.hants.sch.uk