



# 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.

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## Main qualifications

- A Level

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## Awarding Body

- AQA

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## Duration/ Lessons per week

10 x 1 hour lessons over a two week timetable

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## Standard entry requirements

- Minimum grade 5 in English and Mathematics

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## 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

Students of this course should study business in a variety of contexts (e.g. large/small, U.K. focused/global, service/manufacturing) and consider:

- What is business
- Managers, readership and decision making
- Decision making to improve marketing performance
- Decision making to improve operational performance
- Decision making to improve financial performance
- Decision making to improve human resource performance
- Analysing the strategic position of a business
- Choosing strategic direction
- Strategic methods: how to pursue strategies
- Managing strategic change

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## Assessment

- Three papers, worth 33% each (2 hours each)

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## Costs

- Students are advised to 'subscribe to the Business Review magazine (currently £15 a year for 4 editions)

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## Additional information

- 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'.

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## Staff contact

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