

A Level Business

Course introduction

Fancy yourself as the head of a successful business? Got some great ideas for new products or services? Or maybe you want to work for a large company working in marketing or management. The AQA Business Studies A Level course gives you an incredibly powerful start to launch you on to becoming a business person. All the key topics of starting and running a business are covered. Armed with this knowledge, maybe you could be giving Richard Branson a run for his money in a few years' time!

Course Content

In the first year of the course you will be introduced to the challenges within business. You will study the following units:

Unit 1 - What is Business? Understanding the nature and purpose of different business types

Unit 2 - Managers, leadership and decision making

Unit 3 - Decision making to improve marketing performance

Unit 4 - Decision making to improve operational performance

Unit 5 - Decision making to improve financial performance

Unit 6 - Decision making to improve human resource performance.

In the second year of the course you will study the following units:

Unit 7 - Analysing the strategic position of a business, including external influences, economic climate and technological change.

Unit 8 - Choosing strategic direction.

Unit 9 - Strategic methods: how to pursue strategies.

Unit 10 - Managing strategic change.

Where does it lead?

Among the many benefits of taking A Level Business, the course is designed to:

- Explore real business situations.
- Be practical in the application of business concepts.
- Understand the role of the entrepreneur and business in society.

Further information

The course is assessed through 3 examinations at the end of the second year.

'I chose to take Business at A Level as I took it at GCSE and enjoyed it. I achieved a 7 at GCSE so thought it was a good option to carry on studying at A Level. It is a broad subject covering a range of topics that are relevant to other curriculum areas and the real world. It is interesting to learn about how businesses work and the things that are involved in setting one up' Sophie H

