

# Course Description

## Business Studies

### Course Description

The six AS units are:

- Why businesses exist, business objectives and different business forms.
- Managers, leadership and decision making – what management do, leadership styles, management decision making and stakeholders.
- Performance – marketing objectives, primary and secondary research, segmentation, target markets, the marketing mix.
- Decision making to improve operational performance – operational objectives, analysing operational performance, improving quality, increasing efficiency and labour productivity
- Decision making to improve financial performance – financial objectives, budgeting, breakeven, cash flow, profitability, sources of finance.
- Decision making to improve human resource performance – training, ethical and environmental influences, market conditions, improving motivation.

The four **other** units which students study for the whole A level are:

- Analysing the strategic position of a business – SWOT analysis, strategy and tactics, internal and external influences on corporate objectives, assessing short term and long term performance, political and legal issues.
- Choosing strategic direction – Ansoff matrix, strategic positioning, and difficulties of maintaining competitive advantage.
- Strategic methods: how to pursue strategies – how to manage and overcome problems of growth or retrenchment, assessing methods of growth, assessing innovation, assessing use of digital technology.
- Managing strategic change – managing organisational culture, pressures of change, barriers to change, managing strategic implementation, why strategies fail.

### Entry Criteria

If Business has been studied at GCSE, a minimum of a Grade 6 or above.

It is not necessary for Business to have been studied at GCSE level for it to be taken at A Level. Students need at least 5 GCSEs at Grade 4 or above including Maths and English at Grade 6 or above.