Course Description

A level Business

Year 1 – AS

Paper 1: What is business?
Managing marketing and finance.

Business planning, decisions and objectives
- Reasons for & risks of starting a business
- Business planning & setting objectives
- Ethical dilemmas

Forms of business and stakeholders
- Features of different types of ownership
- Shares, share price and distribution of profit
- Calculating market cap. and dividend yield

Marketing management
- Identifying & anticipating customer needs
- Calculation & analysis of marketing data
- Influences on demand, calculating PED & YED
- Digital marketing & the use of AI

Financial management
- Internal and external sources of finance
- Calculating break-even, profit & cash flow ratios
- Assessing financial position and performance

Paper 2: Managing people and operations

Links to paper 2 content above

People management
- Different forms of employment
- Measuring engagement and performance
- Organisational design & leadership styles
- Employer-employee relations & wellbeing

Operations management
- Analysing key performance indicator data
- The environmental impact of operations
- Inventory and supply chain management
- Innovation and project management

Assessment
- 2 written papers both worth 80 marks
- Both papers are 1 hour 45 minutes each
- Both papers are 50% of AS level

Year 2 – A-Level

Paper 1: What is business?
Managing marketing and finance.

All AS content with additional topics:

Marketing management
- Marketing & adapting for international markets
- Ethical issues in the marketing mix

Financial management
- Ethics in finance including tax avoidance

Paper 2: Managing people and operations

All AS paper 2 content with additional topics:

People management
- Ethical issues, discrimination and conduct

Operations management
Ethical issues, suppliers, safety & environmental

Managing business culture
- Business values & culture and its impact

Paper 3: Business & society, the external environment & strategy

All AS paper 1 & 2 content with additional topics:

Business and society
- Sustainability, CSR and ESG

Business and the external environment
- PESTLE & the competitive environment

Strategy
- Strategic planning & influences on strategy
- Selecting, investing and implementing strategy
- Growth, global and digital strategies

Change
- Internal and external reasons for change
- Managing change and the risk of uncertainty

Assessment
- 3 written papers all worth 90 marks
- All papers are 2 hours long each
- All papers are 33.3% of A-level

Entry Criteria: If Business has been studied at GCSE, a minimum of a Grade 6. It is not necessary for Business to have been studied at GCSE level for it to be taken at A Level. However, students need at least 5 GCSEs at Grade 4 or above, including Maths & English at Grade 6 or above.

Exam Board: AQA Specification link: https://cdn.sanity.io/files/p28bar15/green/7e74a8fba96db86595475605db1e400ebaa60a90.pdf

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