

Business Studies AS/A2

EXAMINATION BOARD AQA

ENTRANCE REQUIREMENTS

You DO NOT need to have studied Business Studies at GCSE. Therefore, just the school's minimum entry requirements for Advanced Study are needed. A – C Grade at Mathematics is suitable – finance as a topic is 15% of the course and underpins the whole course.

THE COURSE

The course is modular, with six sections of work being studied. Business Studies at both AS and A2 levels covers the following areas:

Marketing

Developing a product, market research, promoting a product or service. Looks at advertising as well as other methods of promotion.

Accounting & Finance

Looking at how businesses budget, examining the profitability of businesses and how to improve it.

People

What motivates people to work; how to recruit employees; the role of trade unions; management styles.

Operations Management

Quality control; stock control; methods of production; where to locate businesses.

External Influences

Looks at why interest rates are important; exchange rates; unemployment and how you would solve it; laws that affect businesses.

Objectives and Strategies

Look at ways business pursue different objectives and which strategies are best used to fulfil those aims.

ASSESSMENT

The structure is the same as all other AS / A2 courses, with one A2 module being assessed coursework.

SUPPORTING SUBJECTS

This subject complements most other subjects, as it is seen by many as a bridging subject between the Arts and The Sciences and can balance out your options.

POST A-LEVEL (INCLUDING CAREER OPPORTUNITIES)

The course gives a flavour of several business-related subject areas, all of which can be studied further, at Diploma and Degree level. There are numerous career opportunities in the world of business, which a qualification in this subject would benefit. Related subjects are - Accountancy, Law, Human Resource Management, Marketing, Media, Economics and Politics to name but a few.