

AQA BUSINESS STUDIES

Assessment Method

100% Examination

Why Should I Follow This Course?

Fancy yourself as the head of a successful business? Got your own ideas for new products or services? Or maybe you want to work for a large multinational company in marketing or human resources? No matter what your vision, A Level Business Studies offers you not just an incredibly powerful start to business life but also to build a range of transferable skills relevant to many disciplines. All the key topics of starting then managing a successful business are covered in this course and offers you a perfect opportunity whether moving to work or higher education.

What Will I Learn?

What is business?

- Managers, leadership 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

What Teaching and Learning Methods Will Be Used?

The popularity and success of this subject means there are a wide range of opportunities for:

- group work
- teacher led activities
- discussion
- independent research
- analysis of existing businesses
- exam board conferences
- use of ICT

Where Will This Qualification Take Me?

This course offers not just a route into running your own business but the widest possible range of business related careers including accountancy, marketing and human resource management. It also offers you the chance to develop the skills and knowledge needed to progress to higher education. Business Studies complements many subjects.