

# BUSINESS AS/A2

## THE PROGRAMME

The subject content enables learners to investigate different types and sizes of organisations in various business sectors and environments, drawing on local, national and global contexts. Students will develop an holistic understanding of business and enterprise and be aware of the opportunities and threats of operating in a global marketplace.

They will be expected to be familiar with current issues in business and be able to investigate, analyse and evaluate contemporary business opportunities and problems in a wide range of contexts, whilst recognising how businesses adapt to operate in a dynamic business environment.

Students will gain an understanding of the important role played by small businesses in the economy and the opportunities that exist for entrepreneurs, as well as the importance of established business and not-for-profit organisations in providing goods and services. They will also apply a number of analytical techniques, including decision-making models, investment appraisal tools and ratio analysis, to investigate business opportunities and problems to determine business strategy in a range of contexts.

The three components are all written exams at 33% each: Business Opportunities and Business Functions, Business Analysis and Strategy, and Business in a Changing World. The AS only option has two component exams and the full A Level has three component exams at the end of the two year course.

Lessons offer a range of engagement and challenging teaching and learning styles, including student led mini-projects to allow development of team building, communication, leadership and many more. These will be a combination of teacher-led, student-led, independent enquiry, independent research projects and mini enterprise challenges.

## WHY STUDY THIS SUBJECT?

This A level specification introduces learners to the dynamic business environment and the importance of entrepreneurial activity in creating business opportunities and sustaining business growth. Learners will have the opportunity to develop a wide range of essential skills required for higher education and employment.

The focus of the specification is to nurture an enthusiasm for studying business using contemporary contexts, allowing learners to develop an appreciation of the strategic, complex and inter-related nature of business issues from a local to a global perspective.

## CAREER POSSIBILITIES

This course provides a suitable foundation for the study of business or a related area through a range of higher education courses, progression to the next level of vocational qualifications or employment. Other subjects which match well with Business Studies are: Mathematics, Information Technology and Media Studies.

