



A LEVEL

BUSINESS STUDIES

Course Summary

COURSE OVERVIEW

This course explores business in a variety of context to understand why some companies succeed or not in the a highly competitive environment. This course combines the modern management theories with real life businesses scenarios. Topics such as Human Resources, Finance, Marketing, Operational Management, Mergers and Aquisitions, AI and the cycle of the economy.

WHY SHOULD I STUDY BUSINESS?

This course helps you understand the external world; how external forces (politics, legislations and the economy) impact on the success of any business. Business is an integral part of our lives and studying this subjects will increase your awareness of how global brands have made our world a "global village".

WHAT COURSES CAN THIS PREPARE ME FOR AT UNIVERSITY?

Business finance, accountancy and management and marketing.

WHAT CAREERS CAN THIS SUBJECT SET ME UP FOR?

Business can lead to careers in finance, banking, marketing and branding agencies, HRM, business operations and logistics. Every business" needs a manager" hence studying management will help you progress into any organisations.

COURSE SPECIFICATION

EXAM BOARD: AQA 7138

Paper	Content	Duration	Weighting
1	Business objectives, leadership, marketing, finance, operations, human resources, and external influences.	2 hours	33.3%
2	Assesses marketing, finance, operations, HR through data response questions based.	2 hours	33.3%
3	Explores strategic decision-making and analysis of a pre-seen and unseen case study.	2 hours	33.3%