



Course Requirements
Sixth Form Entry Requirement

Syllabus
AQA

Who to Contact
Mr M Rosbottom
Course Leader

Overview

Business is all around us and affects each of us in our daily lives.

In A Level Business we aim to investigate the questions of what products are produced, why and how they are produced, and by whom. At Ripley we make substantial reference to the real world in order to make Business as relevant as possible to students' own experiences and future careers.

The course has been designed to engage students through topics and issues that are relevant to today's society- you will study key contemporary developments such as digital technology and business ethics. Globalisation is covered throughout.

You can expect to have to think like Richard Branson at some times, but also to consider how the owner of the local Spar will feel at other times. You will analyse all aspects of what makes business succeed (and fail!) from advertising to accounts and from marketing to management.

The course encourages students to question the policies and strategies that firms adopt, and helps them to understand the wider economic and business environment in which firms operate.

Structure

- 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

Paper 1 - a combination of multiple choice, short answer and two essay questions

Paper 2 - three data response compulsory questions, each made up of three or four part questions

Paper 3 - one compulsory case study followed by approximately six questions

You

Business Studies or Applied Business GCSE is not a pre-requisite. This A Level course is academic, rather than vocational, and will involve students in applying business concepts and techniques to a variety of situations.

A suitable student should have a genuine interest in the world of business, be organised, self-motivated, inquisitive and able to work effectively as an independent learner.

This A Level offers the ideal opportunity to learn the academic and practical aspects of business whilst developing wider skills in a number of areas. In addition to more traditional lessons you will therefore be offered the opportunity to be involved in a range of activities which are designed to help you understand the basics of business whilst developing skills such as team-working, presentation technique, report-writing, time-management and research.