



## Course Requirements

Sixth Form Entry Requirement  
plus  
GCSE Mathematics Grade 4

## 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.

By taking a holistic approach to the subject, we demonstrate the interrelated nature of business using business models, concepts and techniques to support analysis of contemporary business issues and situations to provide a dynamic curriculum.

The course has been designed to engage students through topics and issues that are relevant to today's society - they will study key contemporary developments such as digital technology, impact of business on the environment, business ethics, modern workplace practices and globalisation is covered throughout the topics. They will develop the knowledge and skills needed to analyse data, think critically about issues and make informed decisions - all skills that are needed for further study and employment.

Students 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. They 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

- Focus: What is business, managing marketing and finance
- Business and objectives
- Forms of business and stakeholders
- Marketing management
- Financial management
- Focus: managing operations and people
- Operations management
- People management
- Managing business culture
- Focus: Business and society, business and the external environment and business strategy
- Business and society
- Business and the external environment
- Strategy
- Change

**3 Papers** - written exam: 2 hours, 90 marks, 33.3% of A level.  
Two case studies. Each case study will be followed by five compulsory questions worth 45 marks in total.

Business GCSE is not a prerequisite. 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.