



Business Studies

Course Details

1. What is business?
2. Managers, leadership and decision making.
3. Decision making to improve marketing performance.
4. Decision making to operational performance.
5. Decision making to financial performance.
6. Decision making to improve human resource performance.
7. Analysing the strategic position of a business.
8. Choosing strategic direction.
9. Strategic methods: how to pursue strategies
10. Managing strategic change.



Assessment:

Paper 1

All course content assessed.

Written Exam - 2 hours

100 marks in total

Weighting - 33.3% of A Level

Three compulsory sections:

Section A has 15 multiple choice questions (MCQ's) worth 15 marks.

Section B has short answers questions worth 35 marks.

Section C has two essay questions (choice of one of from two and one from two) each worth 25 marks.

Paper 2: Business 2

All course content assessed.

Written Exam - 2 hours

100 marks in total

Weighting - 33.3% of A Level

Three data response compulsory questions worth approximately 33 marks each and made up of three or four part questions.

Paper 3: Business 3

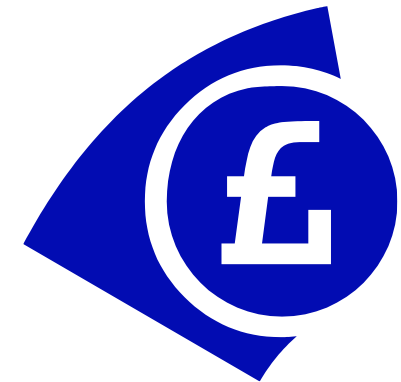
All course content assessed.

Written Exam - 2 hours

100 marks in total

Weighting - 33.3% of A Level

One compulsory case study followed with approximately six questions.





What could I go on to do after the course?

You could take a degree in Business Studies or Management, Finance, Accountancy, Administration or a related area.

You could work in a variety of businesses in a range of careers including Management, Marketing, Sales, Personnel, Finance and Accountancy.



2018

Business Studies

A Level



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