

Why study Business Studies? Are you amused and entertained by adverts, but wonder about their impact and target market? Do you want to learn about how your favourite products are made and sold? Or why brands like Apple, Tiffany's or Ferrari can charge a premium price for their products? Maybe you enjoy watching Dragon's Den and the Apprentice, or have your own ideas for a new product or service? No matter what your vision, it's all here in the Business A level, giving you an incredibly powerful start to launch your career with transferable skills and knowledge that will apply to and complement any subjects or career choice. Regardless of whether you'd like to become an entrepreneur, or work for any organisation the Business course will be relevant. You'll learn about money and develop skills in budgeting and financial awareness. Studying people management helps you build leadership skills, while looking at recruitment allows you to develop an eye for what prospective employers are looking for. Business A level gives an overview to what the businesses all around us are doing, studying their management, finance, marketing and operations.

Entry requirements You do not need to have studied Business before. You need an interest in Business and at least a B in the subject if you studied it at GCSE level.

Special features of the course The course starts with the practical issues of starting a business. You will often be put in the position of a manager and asked to use your knowledge and skills to suggest solutions to problems, or how best to take advantage of opportunities. There are lots of discussions in lessons, and plenty of opportunities for working in small groups and presenting your ideas to the rest of the class.

Costs All the following are optional:
Revision guides £10-£15, Coca cola factory visit £10,
Business review magazine £15 European city trip approx. £430

Where can I find out more? Ask Mr Morris or Mr Torpey.

How is the course organised?	Year 1	Year 2
	<ol style="list-style-type: none">1. What is business?2. Manager, leadership and decision-making3. Decision making to improve marketing performance4. Decision making to improve operational performance5. Decision making to improve financial performance6. Decision making to improve human resource performance	<ol style="list-style-type: none">7. Analysing the strategic position of a business8. Choosing strategic direction9. Strategic methods: how to pursue strategies10. Managing strategic change

Assessment A Level (3 written papers x 33 $\frac{1}{3}$ %)
Paper 1: Business 1 (Items 1-10 above)
Paper 2: Business 2 (Items 1-10 above)
Paper 3: Business 3 (Items 1-10 above)
