

People who are exceptionally good in Business aren't so good because of what they know but because of their insatiable need to know more. - Michael Gerber



Are you interested in:

- becoming a leader in the business world?
- exploring how businesses actually make strategic decisions?
- learning about how businesses operate in an increasingly competitive global environment?

Leading to a career in:

- Business Management
- Accountancy
- Marketing, Human Resources, Finance or Operations

Teacher to contact:

Mr A Fraser

Exam Board: AQA

A-level

Paper 1
What's assessed Unit 3.1 (see section 4.6.2)
How it's assessed • Written exam: 2 hours • 90 marks • 33.3% of A-level
Questions Two case studies. Each case study will be followed by five compulsory questions worth 45 marks in total.



Paper 2
What's assessed Unit 3.2 (with links to Unit 3.1. See section 4.6.2)
How it's assessed • Written exam: 2 hours • 90 marks • 33.3% of A-level
Questions Two case studies. Each case study will be followed by five compulsory questions worth 45 marks in total.



Paper 3
What's assessed Unit 3.3 (with links to Unit 3.1 and Unit 3.2. See section 4.6.2)
How it's assessed • Written exam: 2 hours • 90 marks • 33.3% of A-level
Questions Two case studies. Each case study will be followed by five compulsory questions worth 45 marks in total.

Learners of this course will study business in a variety of contexts (different sized businesses, different sectors, UK focused and multinational, business to business, business to consumer and a range of different markets and business situations) and consider topics such as:

- the functional areas of business namely marketing, finance, operations and human resources
- the impact of digital technology on business
- the influence of ethical and environmental issues on business decisions
- the external environment of business
- the importance of the context of business in relation to decision-making
- strategic planning
- how business activities affect competitiveness
- the interrelated nature of business activities
- use of non-quantitative and quantitative data in decision-making (including the interpretation of index numbers and calculations such as ratios and percentages).

Students are encouraged to follow real-world business developments and think critically about contemporary business issues. Assessment material is often based on real business situations.

Throughout the course, students will gain an insight into different contexts which will help them to understand the key issues in any business situation where they can apply their understanding of course material to analyse and evaluate potential decision outcomes.

Learners will acquire competence in the quantitative skills that are relevant to the subject content and which are applied in the context of a business A-level, including:

- calculate, use and understand ratios, averages and fractions
- calculate, use and understand percentages and percentage changes
- construct and interpret a range of standard graphical forms
- interpret index numbers
- calculate cost, revenue, profit and break-even
- calculate investment appraisal outcomes and interpret results
- interpret values of price and income elasticity of demand
- use and interpret quantitative and non-quantitative information in order to make decisions
- interpret, apply and analyse information in written, graphical and numerical forms.

Learners that make use of relevant theories, concepts, models and frameworks in their responses, that are not the direct focus of a question are making use of sophisticated concepts. The appropriate use of these sophisticated concepts strengthens the quality of their analysis.

Sophisticated concepts refer to relevant theories, models, or frameworks used appropriately, even if not directly required by the question.

Their use strengthens analysis and demonstrates a deeper understanding of business issues. Examples include:

- Ansoff Matrix for market penetration strategies.
- Boston Matrix for portfolio analysis.
- Break-even and margin of safety for cost-related decisions.
- Kotter's barriers to change for organisational change.
- Investment appraisal techniques (for example, ARR, NPV) for spending decisions.

The key is relevance and accuracy—sophisticated concepts must be applied meaningfully to enhance the argument. The use of sophisticated concepts is identified as a typical characteristic of a Level 5 response; it demonstrates a strong, sophisticated understanding of the subject.



In addition to the course delivery of A-level Business, the department is pleased to offer the following as potential extra-curricular activities:

- The Young Enterprise Company Programme
- The Royal Economic Society Essay Competition
- Online Student Investor Challenge
- Other relevant extra-curricular opportunities as they become available