

# Post 16 Prospectus: BUSINESS STUDIES

## AIM

Students will develop the knowledge and skills needed to analyse data, think critically about issues and make informed decisions – all skills that are essential for further study and employment.

## COURSE CONTENT

AS Level (Stand-alone AS Exam)		Advanced Level (Decoupled Exam)	
1	What is business?	1	What is business?
2	Managers, leadership and decision making	2	Managers, leadership and decision making
3	Decision making to improve marketing performance	3	Decision making to improve marketing performance
4	Decision making to improve operational performance	4	Decision making to improve operational performance
5	Decision making to improve financial performance	5	Decision making to improve financial performance
6	Decision making to improve human resource 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
AS ASSESSMENT		A2 ASSESSMENT	
<b>Paper 1</b> <ul style="list-style-type: none"> <li>Written exam: 1 hour 30 minutes</li> <li>50% of AS</li> </ul> Three compulsory sections: <ul style="list-style-type: none"> <li>Section A has 10 multiple choice questions (MCQs) worth 10 marks</li> <li>Section B has short answer questions worth approximately 20 marks</li> <li>Section C has two data response stimuli with questions worth approximately 25 marks.</li> </ul>		<b>Paper 1</b> <ul style="list-style-type: none"> <li>Written exam: 2 hours</li> <li>33.3% of A-level</li> </ul> Three compulsory sections: <ul style="list-style-type: none"> <li>Section A has 15 multiple choice questions (MCQs) worth 15 marks.</li> <li>Section B has short answer questions worth 35 marks.</li> <li>Sections C and D have two essay questions (choice of one from two and one from two) worth 25 marks each.</li> </ul>	

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<p><b>Paper 2</b></p> <ul style="list-style-type: none"><li>• Written exam: 1 hour 30 minutes</li><li>• 50% of AS</li></ul> <p>One compulsory case study consisting of approximately seven questions.</p>	<p><b>Paper 2</b></p> <ul style="list-style-type: none"><li>• Written exam: 2 hours</li><li>• 33.3% of A-level</li></ul> <p>Three data response compulsory questions worth approximately 33 marks each and made up of three or four part questions.</p>
	<p><b>Paper 3</b></p> <ul style="list-style-type: none"><li>• Written exam: 2 hours</li><li>• 33.3% of A-level</li></ul> <p>One compulsory case study followed by approximately six questions.</p>

## SUBJECT ENRICHMENT

- Visiting speakers from Industry
- Times 100 Businesses
- Marketing Competition

## SUBJECT SPECIFIC ENTRY REQUIREMENTS

General entry requirement for Post-16: 5 grade 4/C at GCSE, preferably including English and Maths. Specific entry requirements: Grade C in Business at GCSE or if not taken, a 4 in GCSE English.

## A STUDENT PERSPECTIVE

“Business studies has really helped me understand the news and what is going on around me”  
“This course has made me understand the business world in both theory and practice”

## STUDENT SUPPORT

In the Business department we support students in a number of ways including offering revision sessions at lunch time and after school. We use technology to share resources so students can access information 24/7. We offer bespoke support to prepare students for examinations. This involves developing the use of business terminology and examination techniques.

## STUDENT SUCCESS

There were a number of successes last year as 14 of the 16 students hit their personal best grade. One student gained a grade A\* and went on to study medicine. Other students have continued their education by studying Business, Business Management and Accounting.

## WHERE NEXT?

Business Studies, International Business, Human Resource Management, Marketing, Accounting & Finance, Law, Politics